VIRGINIA MILITARY INSTITUTE
Lexington, Virginia

GENERAL ORDER)
NUMBER 44) 27 October 2015

Solicitation Policy

1. **Purpose**: This policy outlines the guidelines and procedures relating to sales or solicitation on the VMI Post. This policy applies to sale or solicitation activities by VMI departments, cadet organizations, commercial vendors, charitable organizations, and individuals.

2. **Definitions:**
   A. Non-commercial activity is defined as any sale or solicitation for the purpose of securing a profit for the benefit of any nonprofit organization.
   B. Commercial activity is defined as any sale or solicitation for the purpose of securing a profit for the benefit of an individual or group.

3. **Policy:** The sale or solicitation of any products, goods, food, beverages, or services on Post is subject to prior authorization and must be conducted in accordance with this policy. The solicitation of funds through donations or charitable fund-raising events also requires prior authorization. This policy does not override any existing or future VMI formal vendor contractual relationships. The vendor contracts provide sole rights to sales of certain products or services. . This policy does not apply to informal, limited fund-raising activity within an office or department to solicit money for a retirement/farewell gift or for flowers or assistance in the event of the illness or death of an employee or a member of an employee's family.

4. **Activities by VMI Employees:**
   A. Post-wide fund-raising activities must be approved by the Deputy Superintendent for Finance, Administration and Support. **The attached form shall be used for these requests**.
   B. The sale of products and services or solicitation of orders by VMI employees are considered commercial activities, and as such are prohibited during work hours. This includes the actual sales or order taking, as well as distributing catalogs and literature. Sales activities are prohibited whether for personal gain or charitable fund-raising (examples: cosmetics, crafts, candy, baked goods, and other home-made items). Charitable fund-raising activities, such as the sales of goods or appeals for funds by VMI and cadet organizations may be permitted, with prior approval (see paragraph 4.d).
   C. Departmental mailboxes and bulletin boards are not to be used to distribute sales information or catalogs. Departments may designate separate bulletin boards or specific areas of bulletin boards for announcements of personal items for sale, fund raising events, and other appeals. Department heads may set guidelines for posting this information.

D. Non-commercial activities may be approved on a limited basis with regard to time, place, safety, and the scope of the activity. Fund-raising activities of VMI and cadet organizations are treated as noncommercial activities.
E. Commercial activities will generally be prohibited unless VMI does not offer the service or goods, and it is determined that the activity is necessary to the purpose of the Institute.
F. The VMI electronic communication systems (e-mail and FAX) are for official Institute use only. They should not be used for personal or commercial correspondence, advertising, or soliciting. The Weekly Bulletin at VMI is an officially sanctioned VMI publication with a section which contains informal information of interest. It contains a link to the Post Peddler which offers employees a channel which they may use to communicate items they wish to offer as "give aways" or for sale to those on Post who may be interested.

5. **Activities by Organizations:**
   A. VMI and cadet organizations are permitted to conduct fund-raising activities on Post, subject to the provisions of this policy and approval from the Deputy Superintendent for Finance, Administration and Support.
   B. Non-commercial sales activities which are occasional, non-continuous and specific in purpose may be approved for designated areas on Post. Regular, recurring activities are prohibited. Examples of non-commercial sales activities that may be approved are the sales of items by the Ring Figure Committee and other cadet organizations and the sale of items to raise funds for civic and other non-profit organizations when sponsored by cadets or VMI employees. These sales may be permitted in designated areas only and approval will not be granted for solicitation in office or work areas.
   C. Historically recognized organizations (such as Girl Scouts, Boy Scouts and public school clubs and teams), when sponsored by a VMI employee may conduct non-commercial sales activities in the Post Exchange or the Visitors Center in Third Barracks. Recurring activities and any activities that conflict with existing contractor agreements will not be permitted.
   D. Sales conducted by VMI and cadet organizations must be for the benefit of the organization. Sales in which the proceeds result in personal gain to individuals are not permitted on Post. Provisions for proceeds from the sale must be included in the request for approval to conduct the sale. The location and time of any sales activity must receive prior approval under the provisions of this policy.
   E. Sales to members of VMI and cadet organizations are permitted during meetings of the organization, without prior approval, provided the salesperson is invited to the meeting for that purpose, in advance, by a member of the organization. No announcement concerning the sale may be posted or advertised beyond the membership of the organization. Salespersons may not engage in misrepresentation or fraudulent trade practices nor sell items which are illegal on Post.
   F. A representative(s) of the sponsoring organization must be present at all times during non-commercial sales activities involving an outside vendor. Such sales will be subject to limitations as the approving official may proscribe.
   G. Verbal solicitation of sales is strictly prohibited.

H. Salespersons may not engage in misrepresentation or fraudulent trade practices nor other activities that are illegal or in violation of VMI policies. Salespersons and any company involved will be held responsible if VMI policies are violated. Such violations may result in both the organization and the company losing the privilege of conducting future sales on Post.

6. **Procedures:**
   A. Requests for authorization to solicit on Post should be submitted no later than one week prior to the planned date of the solicitation.
   B. Requests will be submitted using the Request for Solicitation form (attachment 1 to this policy).
   C. Full details must be included, including the times, dates and locations requested; an explanation of the products or services that will be made available; whether or not on-Post delivery is anticipated; and any other information that may be needed by the authorizing official.

7. Violations of this policy should be reported to the Deputy Superintendent of Finance, Administration & Support or Chief of Staff.

FOR THE SUPERINTENDENT:

James P. Inman
Colonel, U.S. Army (Ret.)
Chief of Staff

Dist: E

OPR: Deputy Superintendent for Finance, Administration and Support and Auxiliary Services

REQUEST FOR SOLICITATION ACTIVITY

(Refer to Solicitation Policy for details)

Name of Requestor:_____

Organization represented (if applicable): _____

Type of Solicitation Activity: _____

Describe the services or goods that will be offered for sale at this activity and individual prices:

Date(s) and times (start and end):_____

Requests must be submitted no later than one week before the event or activity

Location for solicitation activity: _____

Description of how the proceeds from this event will be used:

Signature: _____ Date: _____

SEND THIS FORM TO THE DEPUTY SUPERINTENDENT FOR FINANCE, ADMINISTRATION, AND SUPPORT

Approved/Disapproved

Reasons for disapproval:

Signature: _____ Date: _____

Deputy Superintendent for Finance, Administration and Support