

OFFICE OF THE CHANCELLOR
LOUISIANA STATE UNIVERSITY AT ALEXANDRIA

SUBJECT: FUNDRAISING

PURPOSE:

- Establish university guidelines regarding fundraising, Donor Recognition, and Stewardship;
- Establish the coordination of all fundraising activities undertaken by Affiliated Organizations and the university;
- Recognize and establish parameters of the independent fundraising efforts of University Components and Affiliated Organizations; and
- Establish Fundraising Advisory Council.

GENERAL POLICY

INTRODUCTION¹

Louisiana State University at Alexandria (“LSUA” or “university”) acknowledges the importance of raising private funds. These funds play a critical role in LSUA’s ability to provide student and faculty support, support for capital projects, and university enhancements. Additionally, private funds are necessary to build an endowment to sustain the university for future generations. LSUA further recognizes that private, nonprofit organizations that support LSUA’s mission and have affiliation agreements with the LSU System are effective in raising private funds to enhance the programs, facilities, research, and educational opportunities offered by LSUA. As the financial future of the university has grown more complex and as the university-wide development program has grown and matured, it has become apparent that LSUA’s future strength and ability to meet these demands will rest in large part on the financial foundation established through private gifts provided by LSUA’s alumni, friends, donors, and corporate partners.

The LSUA Fundraising Policy applies to all fundraising activities on behalf of or for the benefit of the University or any component thereof. Any exceptions to this policy must be approved in advance and in writing by the Chancellor. Questions concerning the interpretation or application of this policy should be submitted in writing to the Chancellor. Violations of this

¹ N.B.: Based substantially on Louisiana State University (LSU) fundraising policy PS 115.01, last reviewed May 20, 2014. Modified by G. Daniel Howard, Ph.D., CGFM, CFRE, LSUA Chancellor; Approved by Chancellor’s Council, June 16, 2014

policy may result in disciplinary action up to and including dismissal.

DEFINITIONS

Affiliated Organization: refers to a foundation, alumni association, or other private nonprofit organization that is a party to an affiliation agreement with the LSU System. The LSUA Foundation (including affiliates and subsidiaries), the Alexandria Museum of Art, and The General's Athletic Association, are examples of Affiliated Organizations.

Comprehensive Campaigns: refers to fundraising campaigns that are designed to generate funds for a wide variety of long-term projects essential to the university or a University Component.

Donation: refers to a pledge, bequest, or other gift involving cash, cash equivalents, movable (personal) property, immovable property, goods, or services made to or for benefit of the university, a University Component or an Affiliated Organization.

Stewardship: refers to the process whereby the university, in collaboration with Affiliated Organizations, guides, protects, and honors its philanthropic support – both the gifts and the donors who give them – in a way that responds to the donors' expectations and honors donor intent.

Donor Recognition: is a component of Stewardship that involves the acknowledgement of donors and donor contributions benefiting LSUA.

University Component: refers to any campus, unit, program, or department of LSUA.

A. Approved LSU Fundraising Entities

LSUA Foundation – An Affiliated Organization whose mission is to foster private financial support for LSUA, The Foundation encourages and receives philanthropic gifts and bequests, including both restricted and unrestricted gifts. The Foundation also oversees the investment of endowed funds and other private assets performed on behalf of the LSUA Foundation by third parties such as the LSU Foundation.

Alexandria Museum of Art—An Affiliated Organization with a purpose of owning and operating a community focused museum of art in Alexandria, Louisiana, which has as its mission to preserve, exhibit, and promote visual art throughout Central Louisiana in a way that contributes to the quality of life in Central Louisiana and includes functioning as an educational facility. Through the Cooperative Endeavor Agreement (CEA) with the Louisiana State University Board of Supervisors, LSU, through LSUA, agrees to operate and support the Museum. Further, one of the CEA objectives is to make the Museum in a perfect (funded)

world a part of the academic fabric of the University.

The Generals Athletic Association – An Affiliated Organization whose mission is supporting LSU and its Athletic Program. The Association provides the primary source of private funding for LSU athletics and is committed to assisting the university in building a comprehensive and superior athletic program.

Managed Affiliates – Other individuals, clubs and nonprofit organizations recognized by LSU pursuant to university policy and having a written agreement with an Affiliated Organization listed above pursuant to which that Affiliated Organization has agreed to assume custody of the managed affiliates funds and administer such funds in accordance with applicable university policies and procedures.

With the exception of those organizations described above and any other organizations recognized in writing by the Chancellor, and, where required, by the Board of Supervisors in accordance with Chapter VIII of the Bylaws and Regulations of the Board of Supervisors, no other private individual or entity shall be authorized to utilize the LSU name, indicia or colors in association with fundraising efforts for benefit of the university or a University Component.

B. Affiliated Organizations – Status and Authority of Board of Supervisors

The authority of Affiliated Organizations to solicit, accept, and administer Donations for benefit of the university, as well as the rights, duties and responsibilities of Affiliated Organizations are established, defined, interpreted and monitored by the Board of Supervisors of Louisiana State University and Agricultural and Mechanical College (“Board of Supervisors”) and the President of the LSU System pursuant to the terms of the Uniform Affiliation Agreement and applicable law. Nothing contained in this policy shall be interpreted as: (a) limiting or undermining the authority of Board of Supervisors or the President of the LSU System with respect to Affiliated Organizations; (b) amending, supplementing, or otherwise modifying the terms of the Uniform Affiliation Agreement; or (c) undermining the status of Affiliated Organizations as private nonprofit organizations in accordance with the terms of La. R.S. 17:3390.

C. Ethics

All personnel who engage in university fundraising activities, whether those personnel are compensated or uncompensated, full-time or part-time, or employed by or otherwise working for the benefit of LSU or an Affiliated Organization, shall adhere to the Association of Fundraising Professionals Code of Ethical Principles and Standards (AFP – <http://www.afpnet.org/Ethics>). Public employees, including but not limited to LSU employees, are reminded that they remain subject to The Louisiana Code of Governmental Ethics, La. R.S. 42:1101 et. seq., even when involved in fundraising activities on behalf of

private entities. The Code of Governmental Ethics imposes restrictions on the solicitation of certain donations from persons or entities that have or are seeking contractual or other business relationships with LSUA. Before soliciting donations from any person or entity known to have or known to be seeking contractual or other business relationships with LSUA, public employees should seek guidance from the Office of Institutional Advancement.

D. Communication of Certain Proposals and Acceptance of Certain Donations

All written or oral proposals involving the solicitation of Donations in the amount of \$1 million or more issued by, on behalf of, or for benefit of Affiliated Organizations, Managed Affiliates, the university, or any University Component, must be communicated in advance to the Chancellor through the Office of Institutional Advancement and the chief executive officer of the fundraising entity or University Component issuing such proposal.

The acceptance of Donations which include conditions requiring actions or approvals not previously taken or given by either LSUA or the Board of Supervisors requires advance written approval of the Chancellor or his designee and compliance with applicable provisions of the Uniform Affiliation Agreement governing “onerous donations.” Guidance should be sought from the Office of Institutional Advancement in order to determine whether the proposed conditions associated with a particular Donation may be deemed “onerous” for purposes of this section.

E. Fundraising Control and Coordination

Subject to the authority of the LSU Board of Supervisors, the Chancellor is responsible for all fundraising for LSUA. The LSUA Chancellor is responsible for coordinating the fundraising efforts of the LSUA Foundation, the Alexandria Museum of Art, and The Generals Athletic Association. A substantial part of this coordination is expected to transpire as a consequence of the Chancellor serving (by position) on each of the associated boards of directors and thorough attendance and active participation in board meetings and related activities.

F. Independent Efforts

Affiliated Organizations are private and independent entities that exist solely to help foster relationships and solicit Donations to accomplish their respective missions for benefit of the university. Because the primary purpose of Affiliated Organizations is to support the mission and programs of the university or a University Component, subject to the rights and obligations of Affiliated Organizations to solicit funding for their reasonable operating expenses and the repayment of debt, university-wide priorities established by the Chancellor may take precedence over fundraising priorities of individual University Components and other fundraising organizations.

G. Types of Fundraising Activities

- 1. Comprehensive Campaigns:** Before embarking on a Comprehensive Campaign, the campaign must be approved by the Chancellor through the Office of Institutional Advancement, the chief executive officer of the relevant Affiliated Organization, the chief administrative officer of the University Component for whose benefit the campaign will be undertaken and, if required by applicable policy or the Uniform Affiliation Agreement, the Board of Supervisors or the President of the LSU System.
- 2. Fundraising Events and Related Activities:** Any sale, auction, or similar fundraising event or activity involving revenues or related donations that are not fully tax deductible the purpose of which involves the solicitation of private funds for benefit of the university or a University Component and which either (a) takes place on the university campus or (b) is conducted by persons not employed by the university or an Affiliated Organization, must be approved in advance and in writing by the Chancellor.

All fundraising events involving the use of state funds or the uncompensated use of state property conducted by the university or University Components, whether taking place on campus or off campus, must be approved in advance and in writing. Fundraising by registered student organizations and college-affiliated clubs must be approved by Student Services as provided for in Section K below.

H. Prohibitions

LSUA reserves the right to restrict all fundraising activities on university owned or operated property to reasonable times, places, and manners of conduct. In addition to any other applicable LSUA policies regulating conduct on university owned or operated property or by LSUA employees, the following activities are specifically prohibited.

- 1. Solicitations from or for the benefit of organizations or programs not affiliated with the university, utilizing LSUA resources or conducted on LSUA owned, operated, or controlled property without advance written approval of the Chancellor through the Office of Institutional Advancement, which shall coordinate such requests with the Office of Finance & Administrative Services in accordance with the policies on distribution of literature on campus. Advance written approval will not be required for fundraising conducted privately by LSUA employees to coworkers or other small groups, where no advertisement or solicitation is made to the general public.**
- 2. Solicitations for the benefit of individual university employees, such as for retirement parties or farewell gifts, except for solicitations made privately to**

- coworkers where no solicitation is made to, nor any contribution accepted from, the general public, suppliers, or individuals or entities seeking contracts to supply goods or services to the university or any person or entity other than LSUA employees. Any exception to this prohibition must be expressly granted in writing by the Chancellor.
3. Sale or distribution of items that violate university agreements and intellectual property rights, including but not limited to copyrights, trademarks, sponsorship, licensing, or other contracts.
 4. Unless approved in advance and in writing by the Chancellor or his designee, fundraising activity involving Affiliated Organizations, managed affiliates, or LSUA property or resources where proceeds from the activity are intended to benefit organizations or programs not affiliated with the university.
 5. Unless approved in advance and in writing by the Chancellor or his designee, fundraising for a class project or for class credit, unless such activity is being carried out by a University Component or Affiliated Organization as part of a strategic fundraising initiative. Violations of this will be handled by the Office of Academic and Student Affairs.
 6. Participation in or conducting raffles by the university, University Components, LSUA employees and raffles conducted on university property by organizations not affiliated with the university, but this prohibition shall not prevent the private sale of raffle tickets supporting non-profit entities other than LSUA by LSUA employees or students to coworkers, or other small groups where no advertisement or solicitation is made to the general public and such activity is conducted in accordance with applicable laws, rules, and regulations.

I. Academic Donations and the LSUA Foundation

1. An *academic donation* is a donation intended for the benefit of the academic, educational, research, or service aspects of LSUA's mission. It includes all donations intended for the benefit of LSUA except those intended to benefit any LSU athletic program.
2. Academic donations of cash and other liquid assets, as well as immovable and movable property intended to be sold that are made direct to the university, should be directed to the LSUA Foundation. Academic donations of immovable and movable property not intended to be sold, as well as intangible rights (such as patents, copyrights, servitudes, and rights of use) should be directed to LSUA itself. Exceptions to this policy must be approved in writing by the Chancellor or

his designee.

3. If an Academic donation is made to LSU itself in accordance with Section I. 2 of this policy, LSUA will share information about the donation and the donor with the LSUA Foundation which will assist LSUA in providing proper recognition to the donor and will use such information in additional fundraising activities.
4. Academic donations are directed to the LSUA Foundation in light of current LSUA Foundation policies and practices regarding the solicitation, acceptance, and processing of donations. In the event the LSUA Foundation determines to make a material change in its policies relating to donations made for the benefit of LSUA, it shall provide written notice to the Chancellor of such proposed material change for review with the appropriate administrators. Comments will be submitted in writing by LSUA to the LSUA Foundation within 60 days of receiving the proposed changes. The LSUA Foundation will notify the campus about their final decision within 30 days. In light of the LSUA Foundation's commitment of funds, personnel, and other resources to raising funds for the benefit of LSUA, LSUA shall provide written notice to the LSU Foundation of any material change to this Section (I) for review by the LSUA Foundation Board of Directors. Comments will be submitted in writing by the LSUA Foundation to LSU for review within 60 days of receiving the proposed changes. LSUA will notify the Foundation about their final decision within 30 days. Notwithstanding the parties agreement to provide no less than 60 days prior written notice of material changes to their respective policies, in response to the receipt of such a notice, the receiving party may propose material changes to its own policy by providing the other party with at least a 15 day notice prior to the effective date of such proposed change.

J. Timing of Annual Fund Drives

The LSUA Foundation conducts an annual Gala each fall to encourage support for the university. The annual fund campaign shall be conducted in the spring unless written consent from the Chancellor through the Office of Institutional Advancement is given.

K. Registered Student Organizations and Groups

Student Support defines fundraising as any event, program, or activity in which money or items are collected for the purpose of raising funds for a registered student organization, a philanthropic cause, or to donate goods to charities. Some examples include soliciting donations, ticket sales, sale of items, or collection of goods (e. g. canned food drives with donation to a food bank). Fundraising by registered student organizations is allowed at LSUA in accordance with university policies and procedures, local and state laws, and the LSUA Code of Student Conduct. Fundraising is a type of event; therefore, event approval is required.

This policy shall not apply to fundraising activities of students and registered student organizations and groups that are regulated by Student Support policies. In all cases where a student or registered student organization seeks approval for a fundraising event from Student Support, that office shall consult with the Office of Institutional Advancement prior to granting such approval to ensure appropriate review and coordination of all LSUA-related fundraising activities. Fundraising by individual students on behalf of entities other than LSUA, Affiliated Organizations or managed affiliates shall be governed by this policy and all other applicable LSUA policies.

L. Volunteer Support Organizations (VSOs)

VSOs are groups or organizations, whether incorporated or unincorporated, which are formed to advise, assist, or otherwise support a particular University Component and have not entered into an affiliation agreement with the Board of Supervisors. Examples of VSOs include friends groups, development councils, advisory boards, and similar organizations. The establishment of VSOs and applicable policies and procedures must be approved by the Office of the Chancellor.

M. Naming Opportunities (colleges, schools, departments, institutes, centers, an buildings)

1. Naming Opportunities:

Facility Naming Opportunities are available from the Director of Institutional Advancement/Executive Director of the LSUA Foundation. All Naming Opportunities must be approved by the Chancellor

2. Naming Inventory:

Naming opportunity Inventory lists regarding facilities and University Components are on file with the Director of Institutional Advancement/Executive Director of the LSUA Foundation. All naming opportunities associated with facilities or programs owned and operated by LSUA must be provided to the Chancellor through the Office of Institutional Advancement.

N. LSUA Donor Recognition and Acknowledgements

1. Recognition and Acknowledgement by Affiliated Organizations

Each Affiliated Organization will establish and maintain reasonable and appropriate Donor Recognition and acknowledgement policies and procedures. Gifts of \$10,000 or more should be communicated to the Office of the Chancellor through the Office of Institutional Advancement in a timely manner for additional recognition by the university where appropriate.

2. University Recognition

All gifts to the university should be recognized in a timely fashion with receipting provided in a manner that adheres to IRS policies.

3. University Acknowledgements

The university, University Components, and Affiliated Organizations will promptly acknowledge donors for all donations contributed to their respective entities. Letters may be issued from the Chancellor, deans, department chairs, Affiliated Organization personnel, as well as other authorized development personnel

4. Press Releases

Press releases directed to newspapers, periodicals, radio, television, and other media outlets other than newsletters and similar materials published by Affiliated Organizations for the purpose of communicating about gifts made to the organization for the benefit of the university will be issued by the Office of Media Relations. The Director of Media Relations shall coordinate with the Director of Institutional Advancement/Executive Director of the Foundation and the respective Affiliated Organization to ensure timeliness and accuracy on all Chancellor-level press releases and statements regarding donors. On donations over \$1 million where permission of the donor is given, paid newspaper advertisements may also be placed by the Affiliated Foundation(s) as appropriate. Newsletters and similar materials published by Affiliated Organizations may also be utilized for publicity where appropriate.

Publicity consent forms must be obtained and on record before press releases are sent. It is the responsibility of the entity where the gift is made to work with the Office of Media Relations and the appropriate Affiliated Organization to obtain and record the publicity consent form. In the event the gift is made directly to the university, the Executive Director for Institutional Advancement will be responsible.

O. GRANTS

All LSUA employees wishing to submit, on behalf of an academic college or department or their university-related study or research programs, a grant application to any federal, state or local governmental agency, or to any private corporation or foundation, must first obtain approval as stated in PS 219 (Policy for Submission of Application for External Funding).

The Institutional Advancement Office must be notified and may be involved in the planning and writing of the application. In addition, the Institutional Advancement Office will assist with the identification of possible funding sources for worthwhile projects. (See External Funding Request Information Form).

Final approval to submit a grant application and accept the award if granted must be given by the

Chancellor upon completion of the Approval For External Funding Form.

Source:

Association of Fundraising Professionals Code of Ethical Principles and Standards (AFP – <http://www.afpnet.org/Ethics>).

APPROVED: _____
G. Daniel Howard
G. Daniel Howard
Chancellor

_____ *07/09/14*
Date