

SUBJECT: LSUA Crowdfunding Policy

PURPOSE: The purpose of the LSUA Crowdfunding Policy is to ensure that fundraising campaigns and projects undertaken by individuals, organizations, departments, and/or other groups that claim to do so on behalf of LSUA or LSUA-affiliated entities, receive the necessary approvals and are subject to all LSUA rules, policies, compliance regulations and state and federal law. The Policy is aimed at 1) ensuring compliance with all banking and financial policies and regulations, and 2) protecting the use of LSUA's name, brand, and logo, and ensuring that such fundraising and related crowdfunding projects are consistent with the University's interests and are appropriately designed and presented to the donor community.

COVERED PARTIES

This Policy applies to:

- LSUA students, faculty, staff, administrators and other individuals who associate themselves with LSUA, including alumni and parents, and private affiliates;
- Outside groups, clubs, or organizations formally affiliated with LSUA who claim to represent and/or be raising funds for LSUA or an official LSUA group or organization through use of a crowdfunding project or campaign, such as alumni organizations;
- Students who are using crowdfunding in connection with Project/Campaigns which involve research or scholarly or creative works.

The Policy applies to all such parties whether they utilize LSUA websites or a third-party crowdfunding vendor, site, portal, or service provider.

DEFINITIONS

“Affiliates” refers to LSUA students, faculty, staff, and administration and other members of LSUA-affiliated groups or organizations or other individuals who associate themselves with LSUA, including alumni and parents, who claim to represent and/or be raising funds for, LSUA or a LSUA Affiliated Entity.

“Affiliated Entity” refers to a group, club, or organization affiliated with or sponsored by LSUA. These include but are not limited to student clubs both informal and registered,

alumni groups, an academic department, or a research laboratory led by a LSUA faculty member.

“Crowdfunding” refers to the practice of funding a project or campaign by soliciting relatively small donations of money from a large number of people, typically via the Internet.

“Project/Campaign” refers to any type of crowdfunding undertaken by Affiliates including, by way of example not limitation, crowdfunding research or scholarship, crowdfunding creative work (e.g. movies, plays, music), crowdfunding non-profits or “social good” ideas, crowdfunding entrepreneurial ideas, or crowdfunding travel. This list is not exhaustive, and this definition is intended to be construed broadly to encompass any/all crowdfunding campaigns or projects undertaken by Affiliates.

“LSUA Resources” refers to the use of LSUA’s branding, name or logo, LSUA intellectual property, LSUA IET or computing resources (e.g. LSUA computers and Internet networks), LSUA research or laboratory resources, LSUA facilities, or LSUA email lists. This list is not exhaustive, and this definition is intended to be construed broadly to encompass any/all LSUA resources used in any crowdfunding Project/Campaign.

“LSUA email lists” refers to any and all email lists maintained by LSUA or obtained from an official University source.

“Authorizing Official” is the highest-level official (or designee) in the LSUA unit most closely connected with the Project/Campaign. For example, if the Project/Campaign seeks to crowdfund an aspect of a program in Athletics, then the appropriate authorizing official is the Director of Athletics or the Director’s designee. The appropriate authorizing official provides initial authorization for a Project/Campaign which is subject to final approval from the Office of the University Provost.

“Third-party crowdfunding” refers to any crowdfunding vendor, website or service provider (e.g. Kickstarter, Indiegogo, GoFundMe) not owned, licensed or operated by LSUA.

“Project Manager/Campaign Leader” is the Affiliate who has proposed a crowdfunding Project/Campaign and who is responsible for securing the necessary approvals for the Project/Campaign and for working with the Crowdfunding Mentor to conduct the Project/Campaign.

“**Crowdfunding Mentor**” refers to a member of LSUA’s professional fundraising staff in Development and Alumni Relations assigned to work with the Project Manager/Campaign Leader to ensure that the Campaign is consistent with the University’s overall development strategy and to support the Project/Campaign, develop content, and answer questions.

GENERAL POLICY

Projects/Campaigns that claim to be on behalf of LSUA or an Affiliated Entity, or that are undertaken on the that use LSUA Resources, including LSUA branding, must designate a Project Manager/Campaign Leader responsible for seeking written approvals from the appropriate Authorizing Official.

Any such Campaign must have an associated project plan. The project plan must include a Project/Campaign description, funding level sought, budget identifying the use of funds, a set of deliverables, the timelines, banking and funding information, and responsibilities. The project plan must specify the location of the account from which collected donations will be spent on the project, and the manner and schedule by which, if necessary, LSUA will be reimbursed for use of any LSUA resources. The project plan should include contingent plans if funding goals are not met. The project plan shall also include the name of the Crowdfunding Mentor (LSUA Foundation) with whom the Project Manager/Campaign Leader is working. The Crowdfunding Mentor shall assess whether the Campaign is appropriately designed and presented to potential donors and consistent with the University’s overall development strategy.

Initial approval, as described below, shall not be provided without a project plan. The appropriate Authorizing Official with responsibility for initial approval will review and respond to project plan proposals that are inadequate or incomplete.

All Project/Campaigns that claim to be on behalf of LSUA or an Affiliated Entity, or that are undertaken that use LSUA Resources, must provide clear information to potential donors as to whether the donors will receive a receipt for tax deduction purposes. Such information relating to potential tax deductibility of gifts should be made in consultation with the assigned Crowdfunding Mentor (LSUA Foundation). Gifts made to LSUA must comply with both IRS regulations and LSUA policies.

A Project/Campaign that is undertaken by an Affiliate on any third-party crowdfunding platform that does not use any LSUA resources and that includes the individual’s affiliation with LSUA merely as a statement of fact (e.g. “I am a student at LSUA”) and that clearly and unequivocally does not claim to be raising funds for or on behalf of LSUA or an Affiliated Entity does not

require institutional approval. All other LSUA rules, policies, compliance regulations and state and federal law, where applicable, pertain to such Project/Campaigns.

Any Project/Campaign found to be out of compliance with this policy will be asked to immediately halt publication and fundraising. Any proceeds donated at the time of termination must be refunded to the donor through the crowdfunding platform.

RESPONSIBLE PARTIES

The Office of the Vice Chancellor for Finance and Administrative Services is responsible for overseeing the vetting of Project/Campaigns projects for approval and for ensuring compliance with the Policy in collaboration with the Institutional Advancement and for final approval of proposed Projects/Campaigns. Included within the considerations relevant to final approval is a determination that the proposed Project/Campaign is consistent with the University's interests and overall development strategy.

The Office of Strategic Communications shall be responsible for overseeing the vetting of all logo and marketing usage outlined in Project Plan.

Proposed Student Projects will be placed into one of two categories for the purpose of vetting and final approval: 1) Research, Scholarly and Creative Works; or 2) Student Organizations sponsored by LSUA Departments, or the Athletics Department. Primary responsibility for final approval and other decisions in each of these areas will be made by the individuals indicated below in consultation with others as necessary.

1) Research, Scholarly and Creative Works

Decisions about faculty and graduate student Project/Campaigns which involve research, or scholarly or creative works will be made by the Provost.

Decisions about student Project/Campaigns which involve research or scholarly works will be made by the Vice Chancellor of Student Engagement.

2) Student Organizations Sponsored by LSUA Departments or the Athletics Department

Decisions about Project/Campaigns that involve student organizations sponsored by LSUA Departments, or the Department of Athletics will be made by The Vice Chancellor of Student Engagement.

Banking Information

All Project/Campaigns must operate within the policies set forth by the Vice Chancellor for Finance and Administrative Services. A complete and full reconciliation of funds must be made available to show total intended donations, total received funds, and total fees.

Personal bank accounts may not be used for any University sanctioned crowd-funded campaign. Non-athletic campaigns must use either a University or LSUA Foundation bank account. Athletic campaigns must use an official GAA owned and operated bank account.

LSUA, the LSUA Foundation and GAA may choose to use an existing entity owned bank account, or choose to create an account for the sole purpose of managing crowd-funding campaigns.

Once complete, all proceeds from all Project/Campaigns must be ultimately deposited with either 1) LSUA Accounting Services, 2) LSUA Foundation and/or 3) Generals Athletic Association (GAA) – as appropriate and outlined within the approved Project Plan.

APPROVED:



Paul Coreil, Ph.D., Chancellor

06/09/2020
Date