



POLICY STATEMENT 115 FUNDRAISING

POLICY DIGEST

Monitoring Unit: Office of the President

Initially Issued: June 3, 2013

Last Revised: October 21, 2020

I. PURPOSE

Louisiana State University acknowledges the importance of raising private funds. These funds play a critical role in LSU'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. LSU further recognizes that private, nonprofit organizations that support LSU's mission and have affiliation agreements with the LSU Board of Supervisors are effective in raising private funds to enhance the programs, facilities and research and educational opportunities offered by LSU.

This Policy Statement 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 President of Louisiana State University (for the purposes of this policy, "President" shall refer to the President of LSU, and any other organization head with the title of "president" shall be referred to in a way specific to the organization; for example, "LSU Foundation President & CEO."). Questions concerning the interpretation or application of this policy should be submitted in writing to the President. Violations of this policy may result in disciplinary action up to and including dismissal.

The intent of this policy is to:

- A. establish university guidelines regarding fundraising, Donor Recognition, and Stewardship
- B. establish the coordination of all fundraising activities undertaken by Affiliated Organizations and the University
- C. recognize and establish parameters of the independent fundraising efforts of University Components and Affiliated Organizations

II. DEFINITIONS

Affiliated Organization: refers to a foundation, alumni association or other private

nonprofit organization that is a party to an affiliation agreement with the Board of Supervisors. The LSU Alumni Association, the LSU Foundation, and the Tiger Athletic Foundation, including the affiliates and subsidiaries of each, are examples of Affiliated Organizations.

Campaigns: refers to fundraising campaigns designed to generate funds for a wide variety of projects and purposes 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.

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

Managed Affiliates: other associations, clubs and nonprofit organizations, whether incorporated or unincorporated, 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 the terms of the Uniform Affiliation Agreement and applicable university policies and procedures.

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.

University Component: for the purposes of this policy, refers to any campus, unit, program, department, or college under the auspices of LSU.

With the exception of those organizations described above and any other organizations recognized in writing by the President and, where required, by the Board of Supervisors in accordance with Article VIII of the Bylaws & 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. For information regarding LSU name, indicia, colors etc., please consult LSU policies and procedures as outlined in PS 10 and PS 93.

III. GENERAL POLICY

A. Affiliated Organizations 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 and the President 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 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.

B. 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 LSU. Before soliciting donations from any person or entity known to have or known to be seeking contractual or other business relationships with LSU, public employees should seek guidance from the Office of Legal Affairs & General Counsel.

C. Fundraising Coordination

Subject to the authority of the Board of Supervisors, the President has oversight for all fundraising for LSU, and university executives (i.e. vice presidents) also have a direct responsibility for fundraising in their respective units. In addition, the director, department head, or dean is responsible for the fundraising of the University Component for which he or she supervises.

IV. PROCEDURES

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 President may take precedence over fundraising priorities of individual University Components and other fundraising organizations.

Campaigns: Before embarking on a Campaign, the Campaign must be approved by the President, 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.

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 university property 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 dean or the vice president with oversight of the relevant University Component.

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 by the President or their designee. Fundraising by registered student organizations and college-affiliated clubs must be approved by the Office of Campus Life as provided for below.

Prohibitions

LSU reserves the right to restrict all fundraising activities on University owned or operated property to reasonable times, places, and manners of conduct. When engaging in fundraising for the university, the Louisiana Code of Governmental Ethics must be followed at all times. In addition to any other applicable LSU policies regulating conduct on university owned or operated property or by LSU employees, the following activities are specifically prohibited.

1. Solicitations from or for the benefit of organizations or programs not affiliated with the university, utilizing LSU resources or conducted on LSU owned, operated, or controlled property without advance written approval of the President which shall coordinate such requests with the Office of Finance & Administration in accordance with the policies on distribution of literature on campus. Advance written approval is not required for fundraising conducted privately by LSU 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 LSU employees. Any exception to this prohibition must be expressly granted in writing by the President.

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 President or their designee, fundraising activity where proceeds from the activity are intended to benefit organizations or programs not affiliated with the University. This prohibition includes any fundraising through Affiliated Organizations, Managed Affiliates, or university property or resources.
5. Participation in or conducting raffles by the university, university Components, LSU 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 LSU by LSU 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.
6. Unless approved in advance and in writing by the Executive Vice President & Provost or 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 provision will be handled by the Office of Academic Affairs and the Office of the Dean of Students.

Academic Donations and the LSU Foundation

1. An *academic donation* is a donation intended for the benefit of the academic, educational, research, or service aspects of LSU's mission. It includes all donations intended for the benefit of LSU except those intended to benefit any LSU athletic program or initiative; and programs providing scholarship funds for LSU student athletes, and those solicited by the Tiger Athletic Foundation or the LSU Alumni Association to further their own operations.
2. Academic donations of cash and other liquid assets, immovable and movable property intended to be sold, movable property not intended to be sold, as well as intangible rights (such as patents, copyrights, servitudes, and rights of use) that are meant to be made direct to the University, should be directed to the LSU Foundation. Donations of cash

intended for the purchase of technology equipment or technology equipment intended to qualify for tax credits should be directed to the University. Discounts cannot be classified as gifts in kind by the University or the LSU Foundation. Exceptions to this policy must be approved in writing by the President or their designee. Should the university intend to retain and use the donation, the Foundation will donate it to the university. The Foundation will rely on university personnel to assist with stewardship.

3. Academic donations are directed to the LSU Foundation in light of current LSU Foundation policies and practices regarding the solicitation, acceptance, and processing of donations. In the event the LSU Foundation determines to make a material change in its policies relating to donations made for the benefit of LSU, it shall provide written notice to the President of such proposed material change for review with the appropriate administrators, including deans and directors of colleges and schools. Comments will be submitted in writing by LSU to the LSU Foundation within 60 days of receiving the proposed changes. The LSU Foundation will notify the campus about their final decision within 30 days. In light of the LSU Foundation's commitment of funds, personnel, and other resources to raising funds for the benefit of LSU, LSU shall provide written notice to the LSU Foundation of any material change to this Section (I) for review by the LSU Foundation Board of Directors. Comments will be submitted in writing by the LSU Foundation to LSU for review within 60 days of receiving the proposed changes. LSU 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 15 days' notice prior to the effective date of such proposed change.

Registered Student Organizations and Groups

The Office of Campus Life defines fundraising by registered student organizations 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 LSU in accordance with university policies and procedures, local and state laws, and the LSU Code of Student Conduct. Fundraising is a type of event; therefore, compliance with Campus Life policies and procedures per the *Registered Student Organization Handbook* regarding *Event Approval & Registration* and *Fundraising* is required.

In all cases where a student or registered student organization seeks approval for a fundraising event from Campus Life, the Office of Finance & Administration will be forwarded the request for institutional approval as designated by the President. Fundraising by individual students on behalf of LSU, Affiliated Organizations or managed affiliates shall be governed by this policy and all other applicable LSU policies.

Volunteer Support Organizations

Volunteer Support Organizations (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 must comply with university policy and obtain required administrative approvals.

V. SOURCES

PS 10: *Internal and External Communications/Advertisement*

PS 70: *Naming University Facilities*

PS 93: *Use of University Name and Indicia*

LSU Code of Student Conduct

LSU Registered Student Organization Policy Manual

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

Louisiana Code of Governmental Ethics, La. R.S. 42:1101, et. Seq.

La. R.S. 17:3390