



POLICY STATEMENT 1.07.01

COORDINATED BY Office of the Chancellor

EFFECTIVE August 29, 2014

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SUBJECT: Campus Fundraising

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## I. INTRODUCTION

The generosity of alumni, friends, corporations, and foundations plays a vital role in supporting the LSU in Shreveport mission of excellence in teaching, research and service.

Through the LSU in Shreveport Foundation ("Foundation"), LSUS solicits and receives private gifts that further its mission. All gifts received by the Foundation, whether solicited or unsolicited, are for the use and benefit of LSUS and are held and administered in accord with the restriction(s) imposed by the donor(s).

## II. DEFINITIONS

Fundraising includes any solicitation of gifts, contributions, or grants from private, corporate and foundation sources by any department, program, or individual affiliated with LSUS. Fundraising includes, but is not limited to events, written appeals, sales of merchandise at a markup, and personal solicitation.

A gift, donation, or philanthropic grant to the Foundation is a voluntary and irrevocable transfer of money or property made by a donor without any expectation or receipt of goods or services equal to the worth of the donation.

## III. SCOPE

This policy applies to faculty, students, and employees of LSUS.

Exempted from this policy are campus activities such as cookie sales with projected profits of less than \$1,000 to accrue to a department or program of LSUS, *unless the activity is subject to law or regulation (e.g., a raffle)*.

## IV. POLICY

The Foundation is responsible for conducting, overseeing, and coordinating fundraising on behalf of LSUS- its colleges, schools, departments and nonacademic units.

Fundraising using the identity or relationship with LSUS as part of the fundraising activity/event must directly and financially benefit LSUS rather than external organizations.

**The Chancellor of LSUS has the sole authority to (1) set priorities for private fundraising opportunities; (2) approve fundraising events and activities; and (3) reserve or delegate to another any major prospect for cultivation and specific fundraising goals.**

Fundraising efforts on behalf of LSUS must be consistent with the following:

- Ensure maximum effectiveness in the total fundraising program for the campus by ensuring that campus-wide priorities are featured;
- Avoid over-solicitation of individuals, businesses, foundations and organizations by units of LSUS (except for the seeking of grants by the Office of Research and Sponsored Programs);
- Use resources of the Foundation to assist with successful execution of approved fundraising programs; and
- Aid in accounting for and stewardship of all gifts received by the Foundation.

## **V. PROCEDURES**

1. An employee who learns of a prospective donor to LSUS, or conceives of a LSUS-related fundraising opportunity, shall take it through his/her chain of command to the Chancellor. The Chancellor will coordinate with the Executive Director of the Foundation for matters most appropriate for the Foundation.
2. All requests for support from the Foundation that originate from within LSUS must be submitted through the chain of command to the Chancellor for his/her review, prioritization and, if supported, presentation to the Foundation.
3. LSUS individuals or groups ("Promoters"), who wish to conduct a fundraising event or activity shall submit a request for approval to the appropriate Vice Chancellor at least 6 weeks prior to the event. If the event/activity is approved, the Vice Chancellor will forward the request to the Executive Director of the Foundation. If the event/activity is disapproved, the request will be returned to the originator, noting the reasons.
4. The Foundation will ensure that the proposed event/activity does not conflict with Foundation development policies or law/regulation (examples include state-regulated raffles or games). The Foundation then will forward the proposal to the Assistant to the Chancellor for a review of potential conflicts of scheduled events/activities and then on to the Chancellor for approval.
5. Upon receiving the Chancellor's approval of the fundraising event/activity, the Foundation may actively engage the Promoters in planning the event/activity in a manner to maximize its success. The Assistant to the Chancellor will post the event/activity on the campus-wide calendar of events.
6. In cases where only a part of the funds collected are charitable contributions, the Vice Chancellor of Business Affairs will contact the Promoters to determine the estimated fair market value of the goods or services to be received by the donor. For example, if a donor pays \$75 for a dinner that has a fair market value of \$25, the donor is acknowledged for the receipt of the \$75, with notice that \$25 of the gift is not tax-deductible. This is in accord with IRS requirements.

7. The Foundation is responsible for accounting for and reporting all expenses and funds received as a result of Foundation fundraising events/activities. The Vice Chancellor of Business Affairs is responsible for all other events/activities.
8. Promoter(s) and/or LSUS shall not release information concerning proceeds from fundraising activities without coordination with the Foundation.
9. An event/activity for the benefit of LSUS that is conducted entirely by an outside group that pays its own expenses and simply forwards proceeds to the Foundation is **not** subject to these procedures; the Foundation issues a gift receipt to the organization.
10. Once all proceeds have been deposited and all expenses related to the event have been paid, Promoter(s) submit a Fundraising Event or Activity Financial Report **through** the Assistant to the Chancellor to the Vice Chancellor of Business Affairs.

#### VI. SOURCES

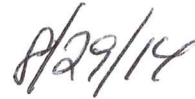
1. La RS 17:3351A(2): Authority to Solicit Gifts
2. LSU Board of Supervisors Bylaws & Regulations, Part II, Chapter VI: Gifts and Grants
3. Board of Supervisors Bylaws & Regulations, Article VII, Section 4: Chancellor.

APPROVED



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Lawrence S. Clark  
Chancellor



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Date