

UNIVERSITY OF LOUISIANA MONROE FOUNDATION

POLICY NUMBER: 4.7

TITLE: Charitable Donation Fundraising Policy and Guidelines

EFFECTIVE DATE: October 23, 2014

LAST REVIEWED: March 19, 2019

BOARD APPROVED: May 2, 2019

Charitable donation fundraising (CDF) activities conducted on behalf of the University of Louisiana Monroe by faculty, staff, students, campus units, university development officers, support organizations and volunteers soliciting gifts on behalf of ULM or its units shall coordinate through the ULM Foundation and shall comply with ULM Foundation policies. Exceptions to these policies may be granted, where appropriate, by the ULM Foundation Board of Trustees.

The University of Louisiana Monroe Foundation, the charitable donation fundraising entity for the University of Louisiana Monroe, is managed by the Executive Director of the ULM Foundation and Alumni Relations. He or she is the University's chief fundraising officer and reports to the President of the University and the ULM Foundation Board of Trustees.

The Executive Director is responsible for the coordination of all CDF and alumni activities, including the overall supervision and management of fundraising and alumni programs, administration of staff, management of the cultivation, solicitation, and proper stewardship of donors, and management of funds held by ULM Foundation on behalf of the University. The Executive Director serves as a liaison with ULM for development activities. Responsibilities include working with faculty, staff, students, campus units, and support organizations including but not limited to the Alumni Association, Athletic Foundation, L-Club, and KEDM Radio, interested in enhancing or developing fundraising efforts to provide the logistical support and coordination necessary to develop and carry out successful fundraising activities.

Requests for clarification of this policy should be sent to the Executive Director of the ULM Foundation at foundation@ulm.edu.

Individual initiative in locating sources of and raising funds is encouraged within the framework of these policies and guidelines.

Relationship of the Institution to the Foundation

The ULM Foundation was created for the purpose of providing financial support for the University. It is a legally organized non-profit organization and is empowered to solicit and receive tax-exempt donations in cash, stocks and bonds, real estate and other gifts. By state statute, each University of Louisiana System institution may be affiliated with non-profit charitable organizations.

An Executive Committee is empowered by the Foundation's Bylaws to speak and make transactions for the trustees who manage the Foundation. Liaison and program support comes from personnel in the ULM Foundation and ULM Athletic Foundation. The President of the University serves as an *ex-officio* non-voting member of the Foundation Executive Committee. The Foundation Executive Committee may

establish subcommittees responsible for carrying out fundraising efforts. Faculty may be asked to serve in support roles for these subcommittees.

FUNDRAISING POLICIES, PROCESS AND GUIDELINES

The purposes of the ULM Foundation Fundraising Policies and Guidelines are to:

- (1) coordinate the many activities directed at CDF by the units and individuals of ULM;
- (2) clearly identify the relationship of ULM to the Foundation;
- (3) maximize the effectiveness and efficiency of fundraising activities; and
- (4) enhance the giving of funds to maximize the private resources to the institution.

Policy

- A. All official institutional contacts with the Foundation Executive Committee will be made by or through the President of the University or designee.
- B. All CDF fundraising activities associated with ULM will comply with the 4.7 Fundraising Policy and Guidelines, 5.1.3 Planned Giving Guidelines and 5.2 Foundation Gift Acceptance and Disposition Policy.
- C. Applicable existing rules for fundraising by students and organizations shall apply outside of these policies. (see ULM Policy # BA004.1)

Process

- A. Proposals for major projects and campaigns are sent to the Foundation Executive Director (**Appendix L**). *Major* is defined as events requiring an organized approach to request donations to meet a specific goal with a minimum funding goal of \$25,000.
- B. ULM Foundation staff will review proposals, gather additional information as needed, and submit a feasibility study to the University President.
- C. The University President reviews the studies and makes a final suggestion about its priorities.
- D. The University President then forwards his/her suggested priorities to the ULM Foundation for review and implementation.

Guidelines

- A. Coordination of Requests for Funds and Donor Contacts
 - a. It shall be the responsibility of the ULM Foundation to serve as the coordinating agent to the institution for CDF programs for the benefit of the university and for CDF solicitation of funds from private individuals, foundations, businesses, corporations, and organizations.
 - b. Any request or proposal to undertake a fundraising program or activity or to solicit contributions from individuals, foundations, businesses, corporations and organizations should be reviewed first through regular channels by the appropriate School Dean or unit administrator and Division Head (Vice President of Academic Affairs, Executive Vice President, Athletic Director, Vice President of Student Affairs, Chief Business Officer), then submitted to the ULM Foundation for a feasibility study and recommendation to the President.
 - c. Proposals for major projects and campaigns are sent to the ULM Foundation and should include:
 - i. Rationale
 - ii. Expected amount to raise
 - iii. Sources of revenue
 - iv. Duration of campaign or timeline
 - v. Parties involved

- vi. Marketing materials and resources
- d. Programs to be coordinated by the staff of the ULM Foundation include:
 - A. CDF annual funding solicitations.
 - B. Other programs as designated by the Foundation to solicit financial support.
 - C. CDF efforts appealing to various University constituencies regarding scholarships, memorial funds and/or other endowed funds.
 - D. Raising private funds for the construction, expansion or renovation of ULM facilities as approved by ULM President.
 - E. Requests to private sources (outside the normal grant-making process) for the funding of new or existing academic programs. (Excludes grant-making process and BORSF program that require industry partnership on research projects – see <https://web.laregents.org/programs/borsf-programs/research-development/>).
- B. Minimum Funding Requirements

The Foundation shall maintain up-to-date information as prescribed by the President pertaining to CDF matters, including required fundraising levels for projects and campaigns.

For construction, expansion or renovation of ULM facilities projects, all funds are required to be available in the bank before construction begins to limit the Foundation’s liability unless stipulated otherwise in the related Cooperative Endeavor Agreement between ULM and the Foundation, a document required for each project per the Louisiana Board of Supervisors.
- C. Budget Formulation for Fundraising

The formulation of budgets for private fundraising projects is the responsibility of the Foundation as directed by the University President.
- D. Preparation of Fundraising Literature

Any literature, including brochures, booklets, and letters used to attract private funds to ULM shall be coordinated through the ULM Foundation and the University Office of Marketing and Communications so that the most accurate information appropriate to a particular fundraising effort is reflected. Accordingly, the ULM Foundation will be responsible for establishing and maintaining a master calendar that incorporates the schedule of CDF fundraising mailing and solicitations.
- E. Report of Private Philanthropy

It shall be the responsibility of the Foundation to establish and maintain donor and resource files for the purpose of providing timely and relevant information about individual donors, private foundations, and corporations.
- F. Involvement of Volunteers in Fundraising Efforts

Whenever volunteers are to be involved in CDF efforts, it shall be the responsibility of the ULM Foundation to ensure volunteers are provided fundraising documentation (i.e. Guidelines A. c.) and training.
- G. Identification and coordination of Appeals to Corporations and Foundations

It shall be the responsibility of the ULM Foundation to coordinate with the institution the cultivation and solicitation of corporation and private foundations. This coordination will ensure avoiding an inappropriate number of solicitations to any single source of private, corporate or foundation funds.
- H. Public Statements Regarding Gifts to University of Louisiana Monroe

It shall be the responsibility of the Foundation, as directed by the University President, to prepare all public statements in conjunction with the Office of Marketing and Communications concerning gifts through the Foundation or any units thereof. Statements should include the unit designated in a restricted gift.

Appendix L

**University of Louisiana Monroe Foundation
Charitable Donation Fund Raising Coordination Request**

Applicant's Name (Primary Staff), Address and Extension:

Date:

Names of Additional Parties Involved:

Project Title and Marketing Materials / Resources:

Project Rationale and Summary:

Total Funding Expected / Required:

Sources of Revenue (private gifts, grants, etc.):

Project Time Line:

***Project Approvals: Dean/Vice-President/Athletic Director:**

_____ **Date:** _____

*must be signed

(Print Name): _____

Please complete ALL PAGES of this form and return completed request to Susan Chappell at chappell@ulm.edu.

Rationale section: Please indicate the reasons why you believe the prospects that you have selected are suitable for your project. Any relevant relationships or contact information pertaining to the prospects can also be included in this section. If you want **to clear any associated entities to your prospect** i.e. spouse, company, foundation etc. **please specify these in your request.**

Solicitation Method: (*Fund raising will be conducted using the following methods*): Submission of formal proposal by mail, Personal meetings and presentations, Direct mailing of fund-raising letter, Telephone solicitation, Other. Please indicate which strategy will be followed.

