



**POLICY TITLE**  
**Fundraising for Campus Organizations**

**POLICY NUMBER**  
**9-001**

<b>Responsible Unit:</b> <i>Office of Institutional Advancement &amp; University Relations</i>	<b>Effective Date:</b> <i>01/10/2020</i>
<b>Responsible Official:</b> <i>Chief Advancement Officer</i>	<b>Last Reviewed Date:</b> 
<b>Policy Classification:</b> <i>Institutional Advancement</i>	<b>Origination Date:</b> <i>11/21/2019</i>

**I. POLICY STATEMENT AND RATIONALE**

The intent of this policy is to maximize the effectiveness and efficiency of fundraising and to clearly state the process for campus groups and organizations seeking to conduct fundraising activities utilizing the “SUSLA” brand. All fundraising activities must support the mission of the institution.

Securing private support for Southern University at Shreveport, LA (SUSLA) is a major priority in identifying solutions for closing funding gaps and ensuring the long-term strength and stability of the Institution. The institutions approach to fundraising requires planning and coordination to 1) clearly define needs and priorities; 2) set strategies for fulfilling the needs through private philanthropy and; 3) ensure success by avoiding duplication in approaching donors utilizing the SUSLA brand.

Only fundraising initiatives that seek private external support from individuals, corporations, or businesses need prior review from the Chancellor’s designee. Internal initiatives that are not seeking funds (such as drives for food, clothing or internal faculty/staff activities) do not need prior review but, must still seek the Chancellor’s

approval. The review of all fundraising requests submitted for consideration, whether from faculty, staff, or students, will be based on the following principles:

- The event/activity aligns with the mission of the institution
- The event/activity is of benefit to the campus community
- Permission to raise funds on campus may be withheld (upon review by the Chancellor) if the proposal is deemed to be insufficiently related to the priorities of the college, or if the event present difficulties that might be established/anticipated.

## **II. POLICY SCOPE AND AUDIENCE**

Fundraising by faculty, staff, college departments or organizations, and students or student organizations are affected by this policy.

Fundraising by faculty, staff, or college departments

Faculty and staff member with ideas for the solicitation of funds or gifts-in-kind from external resources to benefit program and activities at the institution should review and coordinate such plans with department heads first then, with the responsible official of this policy. Proposals will be reviewed/approved by the Chancellor.

Fundraising by student organizations

Students, when fundraising through student organizations, are required to adhere to the rules and regulations of the institutional fundraising policy. Organizations are to receive approval from the Office of Student Affairs prior to submitting for review to responsible official of this policy and the Office of the Chancellor. Fundraising should be for the benefit of the collective organization or an approved charitable cause. Monies raised should not be for the specific benefit of individuals within or outside the organization).

Organizations must be recognized, University approved organization to utilize the SUSLA brand. The faculty/staff advisor must submit a copy of the approval document to the accounting office to establish the appropriate account. At that time, an Agency Fund program number will be established for the club.

## **III. POLICY COMPLIANCE**

The Chancellor may suspend fundraising privileges to any party not following this policy and any rules or guidelines associated with this policy.

## **IV. POLICY DEFINITIONS**

Faculty or staff – is an individual employed by the institution or who provide a program, activity or service sponsored by the institution whether paid or unpaid.

Student is any individual enrolled full or part-time with the institution.

College departments or organizations are any recognized and/or sanctioned group intended for employees of the institution.

Student organization is any recognized and/or sanctioned group intended for students of the institution.

## V. POLICY IMPLEMENTATION PROCEDURES

Procedures for fundraising requests:

### A. Requesting the activity

Any campus organization (faculty, staff, student) wishing to engage in any particular fundraising activity shall present a written request, as described below, providing required specific information, to the Chancellor or the responsible official of this policy for consideration/approval of that activity. That written request must be presented no less than one month prior to the date of the proposed activity.

1. The written request for approval must be submitted via the Fundraising Request Form (attached) and completed in its entirety.
2. The signature of the Club Advisor(s) and (for student organizations) the appropriate leadership level(s) of Student Affairs.
3. Submit the minutes from the meeting in which the event was approved. (Please see the attached "Fundraising Request" form.)

### B. Consideration of requests for approval of fundraising activities

1. The Chancellor's designee, the responsible official of this policy, shall maintain an ongoing file of requests for approval of fundraising activities by student organizations.
2. The Chancellor or the Chancellor's designee, the responsible official of this policy, shall make a written response to each request for approval of a fundraising activity by a student organization no less than two weeks prior to the date(s) proposed for the activity.

### C. Ongoing oversight of fundraising activities

1. The Chancellor or the Chancellor's designee, the responsible official of this policy, shall receive the reports/evaluations of completed approved fundraising activities, collect those reports/evaluations as a part of the ongoing file of fundraising activities, and utilize the information gained from them as it is helpful in reviewing future requests for approval. (Please see the attached "Outcome of the Fundraising Activity Report" form.) The procedures for fundraising request will be evaluated on an annual basis to insure customer quality improvements governing fundraising institutions.

2. For just cause, if deemed necessary or appropriate, the Chancellor may suspend the privilege of any organization to engage in any further fundraising activities for a specified period of time.

Management of funds: Unless otherwise specified in the charter or by-laws the following applies:

Faculty, Staff or College Departments. The funds may be received into any one of the three legally organized 501c (3) non-profit organizations established for the purpose of supporting the University in accordance with their respective Bylaws. They are SUS Foundation, the SUSLA CDC, and the SUSLA Alumni Association.

#### Student Organizations

1. All funds for student clubs and/or organizations are to be maintained in Trust Funds. These funds belong to the student club and/or organization and the student club and/or organization must approve any receipts or expenditures.
2. Funds received from fundraising activities or from the student activity trust fund are deposited in the club's account. The use of these funds will be subject to the approval of the club's committee and faculty/staff advisor. All deposits and/or records of deposits shall be maintained by Administrative Services.
3. All records of disbursements in any student club account shall be retained by the Business Office and recorded in the accounting system supported by the state of Louisiana. Each month, or upon request, a statement of the club's accounts shall be given to the club advisors. The University administration shall provide the advisors of each club with the amount of funds which has been collected each quarter; the committee shall use this information to prepare an annual budget and amendments thereto as the year progresses. The University shall maintain the documentation for receipts and disbursements for these Agency funds according to the record retention guidelines for the Agency.

#### Disbursement of funds

Any disbursement from the club's funds must be approved at the club meetings according to that specific club's bylaws. The advisor or club representative shall submit a purchase requisition or a request for payment with appropriate signatures to the accounting office along with the copy of the minutes from the meeting in which the expenditures were approved. The accounting office shall follow all state guidelines for purchasing and travel for any purchasing/travel done by the student clubs.

#### Health/safety requirements

1. No fundraising activity that involves demonstrable potential risk of physical harm to any participant will be approved.

2. No fundraising activity that involves preparing and/or distributing perishable foods will be approved, and non-perishable foods (such as baked goods) should be individually commercially pre-packaged before sale.
3. Any incidents (injury, inappropriate behavior, etc.) that might occur during any approved activity must be reported immediately to campus security and campus facilities.
4. Immediately upon receiving written approval for a proposed fundraising activity/event from the Chancellor or the Chancellor's designee, the responsible official of this policy, and faculty/staff advisor of the organization that has proposed the activity/event the fundraising entity shall follow institutional event process and contact the appropriate departments and/or staff. This could include facilities, event coordinator, etc.

**VI. POLICY RELATED INFORMATION**

N/A

**VII. POLICY HISTORY AND REVIEW CYCLE**

This policy is newly created and is subject to a five-year policy review cycle.

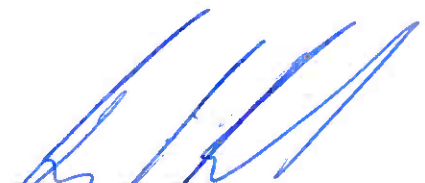
**VIII. POLICY URL**

[www.susla.edu](http://www.susla.edu)

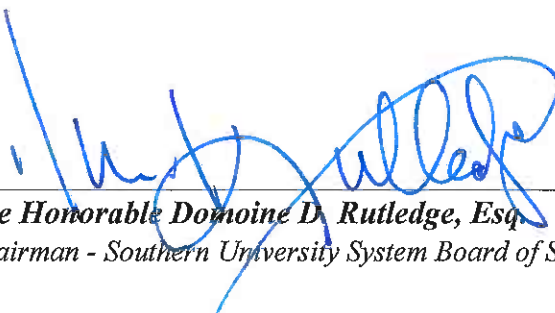
**IX. POLICY APPROVAL**

  
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**Rodney A. Ellis, Ed.D.**  
Chancellor, Southern University at Shreveport

1/10/20  
\_\_\_\_\_  
*Effective Date of Policy*

  
\_\_\_\_\_  
**Ray L. Belton, Ph.D.**  
President-Chancellor, Southern University and A&M College System

1/10/20  
\_\_\_\_\_  
*Effective Date of Policy*

  
\_\_\_\_\_  
**The Honorable Dominoe D. Rutledge, Esq.**  
Chairman - Southern University System Board of Supervisors

1-10-20  
\_\_\_\_\_  
*Effective Date of Policy*

**“FUNDRAISING REQUEST FORM”**

*Please submit this form to the Chancellor of SUSLA or the Chancellor’s Designee (Office of Institutional Advancement) at least 30 days prior to the fundraising activity date:*

Name of Club/Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Faculty/Staff Advisor: \_\_\_\_\_

Chairperson of Club/Organization: \_\_\_\_\_

Name of Fundraising Activity: \_\_\_\_\_

Date of Fundraising Activity: \_\_\_\_\_

Location: \_\_\_\_\_

Time: \_\_\_\_\_

Purpose of Fundraising Activity: \_\_\_\_\_

Description of product/service to be marketed: \_\_\_\_\_

Target Market: \_\_\_\_\_

Method of Marketing/Sales: \_\_\_\_\_

**REQUIRED (IF APPLICABLE):**

Off-Campus Group/Organization Participation: \_\_\_\_\_

Signature: \_\_\_\_\_

Club/Organization Advisor

\_\_\_\_\_  
Dean/Director of Student Services (if applicable)

\_\_\_\_\_  
Chancellor/Chancellor’s Designee (Institutional Advancement)

\* Attach a copy of the minutes from the meeting in which the activities and expenditures were approved.

**Approved**     **Denied**

Chancellor’s Signature or Designee: \_\_\_\_\_

cc:    Facilities, and events coordinator. Additional copies will be made for appropriate offices.

## OUTCOME OF THE FUNDRAISING ACTIVITY REPORT

*This report must be submitted to the Chancellor or Chancellor's Designee (Office of Institutional Advancement) within two (2) weeks of completion of the activity.*

**Name of Club/Organization:** \_\_\_\_\_

**Name of Fundraising Activity:** \_\_\_\_\_

**Date of Report:** \_\_\_\_\_

**Faculty/Staff Advisor:** \_\_\_\_\_

**Chairperson of the Club/Organization:** \_\_\_\_\_

**Outcome of the Fundraiser:** \_\_\_\_\_

**Funds Spent:** \_\_\_\_\_

**Funds Received:** \_\_\_\_\_

**Overall Evaluation of the Activity:** \_\_\_\_\_

**Signature:** \_\_\_\_\_

Club/Organization Advisor

\_\_\_\_\_  
Dean/Director of Student Activities

\_\_\_\_\_  
Club Chancellor