

Internal Use Only

UNIVERSITY OF LOUISIANA

Lafayette

**FUND RAISING
POLICIES AND
GUIDELINES**

PURPOSE

The purpose of these guidelines is to provide direction for those University personnel and supporters who may engage in fund raising activities for the benefit of the University of Louisiana at Lafayette. The policies and procedures set forth apply to all fund raising activities associated with UL Lafayette.

The administrative area with primary responsibility for fund raising is the Office of Development, in the University Advancement area. University Advancement is led by the Vice President of University Advancement, who reports directly to the President.

The charge of the University Advancement team at UL Lafayette is to strengthen the University by enhancing its image, keeping alumni involved, raising money, recruiting students and encouraging supportive relationships with government officials and agencies.

Departments in Advancement include Alumni Affairs, Development, Marketing and Communications and Advancement Services. University Advancement also has a necessary functional relationship with the UL Lafayette Foundation, UL Lafayette Alumni Association and UL Lafayette Athletics.

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RESPONSIBILITIES

Vice President for University Advancement

It is the responsibility of the Vice President for University Advancement to ensure that all Advancement offices function in a coordinated and interactive fashion in order to encourage the success of the University's efforts in support of the agenda established by the President.

He/she will also work to secure special appropriations and to strengthen relationships with an expanding circle of public officials.

Advancement Services

The responsibilities of the Office of Advancement Services, as it relates to fund raising, are to maintain a centralized data base of alumni, donors, and prospects; process and maintain an accounting of gifts received by or on behalf of the University; compile official records of all private gifts, coordinate and execute gift acknowledgements, prepare fund raising and campaign reports; and, through an organized research effort, help identify and establish a profile of potential donors. (See Appendix I)

Advancement Services will:

- Provide database and information management for the University and affiliated organizations such as the UL Lafayette Alumni Association and the UL Lafayette Foundation.
- Supervise and direct all technical support, software support, LAN support, manage the network, determine and write standards and procedures, and determine procedure for security, storage management, backup, recovery, acquisitions, installation, implementation and modification of software and hardware.
- Train and supervise persons performing data and gift entry functions.
- Process donations made to or on behalf of the University for inclusion in the donor and alumni database. This will include all gifts made to University colleges, departments, affiliated organizations, etc. Services to include gift acceptance, batch assignments, data/gift entry, generating acknowledgement letters, producing membership cards, overseeing pledge processing and reminder systems and reconciling daily batches.
- Produce quarterly fundraising reports and handle requests for information on constituents (alumni and donors) and generate lists, labels and reports.
- Provide prospect research and donor identification services. Services will include developing and implementing systems for identifying and tracking donor prospects; researching, recording, and analyzing background information on individuals,

corporations, foundations, etc. Surveying University constituents (alumni and donors) may also be included.

- Prepare gift record data for use by auditors/accountants handling University, Alumni Association and Foundation reporting. Will also work with the Foundation office to produce the Annual Report on Philanthropy, as well as national surveys requesting information on gifts to the University and affiliated organizations.
- Assist with planning and implementation of special events such as donor receptions, fund raising special events, recognition programs, etc., at the direction of the Office of Development.

Office of Development

The major function of the Office of Development is to raise money for UL Lafayette through ongoing solicitation programs. Fund raising campaigns will be guided by professional staff members who will be assisted by the efforts of committed volunteers.

The Office of Development is responsible for:

- Developing strategies for evaluating the giving potential of prospects and planning and implementing appropriate cultivation, solicitation and stewardship programs.
- Working with the UL Lafayette Foundation, UL Lafayette Athletics and Alumni Association Board members to identify, cultivate, involve and solicit potential donors.
- Conducting/participating in orientation sessions for Foundation, Athletic and Alumni Association Board members to communicate University processes for gift solicitation.
- Working closely with faculty and staff to organize “Friends” groups (i.e. Advisory Boards) to support individual academic components.
- Working with Marketing and Communications to develop gift solicitation and collateral materials.
- Increasing the size of the University’s endowment, acquiring additional equipment and resources, and raising scholarship monies.
- Coordinating with Foundation, Athletic and Alumni staffs on gift recognition activities and events.
- Assist and advise “Friends Groups” with their fund raising activities.

Professional Development Officers at UL Lafayette are responsible for the following areas:

Director of Development:

The Director of Development is responsible for coordinating all fund raising conducted by or on behalf of UL Lafayette. He/she is responsible for coordinating appeals for funds and approaches to donors; establishing processes for accepting, recording, reporting and acknowledging gifts; helping to formulate budgets for fund raising programs; preparing fund raising literature; maintaining prospect files; recognizing donors; and involving and using volunteers. These functions are and can be assigned to various Advancement offices as is deemed appropriate.

Associate Director of Development

Assists Director of Development in coordinating fund raising activities.

Additionally:

- Providing donors with a method of making substantial gifts to the University through such means as bequests, annuities, trusts, income funds, life insurance, appreciated property and other means and soliciting same.
- Working closely with a planned giving committee to identify planned gift prospects and to educate, cultivate and solicit these prospects for a planned gift to the University.
- Working closely with area attorneys, accountants and financial advisors to ensure that they have a knowledgeable University contact/liason to work with should their client(s) have an interest in giving to the University. (See Appendix M)

Development Officers (2)

The responsibility of each Development Officer is to provide University wide fund raising support through the discover, cultivation, solicitation and stewardship of alumni, friends, corporations and foundations interested in advancing the programs at the University.

Athletic Development Coordinator

The primary responsibilities will include the administration of fundraising efforts for the support of Ragin' Cajun athletics.

The Athletic Development Coordinator will develop and implement strategies to increase donor support and booster involvement that will enhance all sports at the University. He/she will report to the Director of Development and will work with Development, Athletic and Marketing and Communications staff(s) to identify, inform, interest, and involve individuals and corporations and provide them with ways to assist the University in accomplishing its mission. He/she will have additional responsibilities contributing to the University's overall fund raising efforts.

Prospect Research Officer

The Prospect Research Officer is responsible for conducting research on University constituents which will be used to enhance the University's alumni, development and marketing and communications programs. The Prospect Research Officer will gather information through the utilization of libraries, databases, directories, news media, the internet and other available sources. The Prospect Research Officer will assemble, analyze, record and disseminate information which will be used to develop profiles on prospective donors to assist the Development Office in the formulation of cultivation and solicitation strategies.

The Prospect Research Officer will also be responsible for the ongoing process of researching addresses for alumni with whom the University has lost contact. The Prospect Research Officer will direct and manage information in the prospect files and establish guidelines, policies and procedures for these files. The Prospect Research Officer will assist in the processing and stewardship of donor gifts.

Marketing and Communications

The more constituents understand opportunities for philanthropy at the University, the more support they will provide to it. Educating the institution's constituency about philanthropy will be an ongoing task. This office is responsible for fund raising brochures, gift opportunity information, communication plans, photos and newspaper articles. They will also assist the Development Office with the writing of letters to prospective volunteers and donors, publicity, speeches, public reporting of events, videos and other responsibilities.

The Office of Marketing and Communications will provide the following support to other departments involved in fund raising efforts for UL Lafayette:

- Support to the Office of Development — Marketing and Communications will provide publicity, promotional and publications support to the development efforts of the University. The staff will write and coordinate the production of print materials for the campaign, facilitate and coordinate media exposure and incorporate development efforts into existing marketing and communications tools.
- Support to the UL Lafayette Foundation — Marketing and Communications will assist the Foundation by providing media coverage and general photography services for various donor recognition functions.
- Support to the Alumni Association — Marketing and Communications will support the efforts of the Alumni Association to increase Alumni support and involvement in its programs. This will be done by maximizing media exposure of programming and volunteers, broadcasting promotions, producing *Alumni Accents* and marketing the progression of the University to alumni through *La Louisiane* magazine. Also, Marketing and Communications will assist with the marketing, communications and production aspects of alumni services such as the licensing program, legislative relations and the Grad network.
- Support to Athletic Department — Marketing and Communications will assist the Athletic Department by supplementing promotional efforts of activities such as season ticket drives

and major athletic functions. The Marketing and Communications staff will network with the Athletic Director and Assistant Athletic Director for Marketing to offer appropriate assistance with maximizing the community's exposure to and support of UL Lafayette Athletics.

SUPPORT ORGANIZATIONS

For purposes of specific Fund raising Campaigns, separate volunteer organizations will be assembled utilizing the combined talents of existing groups.

UL Lafayette Alumni Association

The Alumni Association sponsors a variety of programs intended to build and strengthen relationships with students and former students, faculty and staff, and friends. The Association helps to keep alumni informed about the institution and in contact with each other by providing opportunities such as homecoming, reunions, chapter events, and job networking.

Alumni volunteers help recruit students, provide career planning and internship opportunities, work with student support groups, contribute their influence in legislative and community relations and assist with selected projects. Alumni volunteers also serve on academic and administrative advisory committees.

Annual Giving

- Planning, coordinating, and operating the Alumni Annual Fund drive through direct mail and telemarketing efforts.
- Developing alumni, friends, parent, faculty and staff giving programs.
- Developing and fostering the habit of giving.
- Identifying alumni with the potential for major giving.

In addition, the **Alumni Board** (volunteers) is responsible for assisting in:

- Creating opportunities for identification, cultivation, involvement, and solicitation of potential volunteers and donors. Donor activities will be in consultation and coordination with the University's Development staff.
- Sponsoring programs and special events designed to promote fund raising.
- Personal solicitations with Development staff when appropriate.
- Serving as a representative for the University in a particular fund raising geographic and/or academic area.

- Working closely with the Development staff on special fund raising efforts, such as Alumni Center and Walk of Honor, and on conducting the alumni annual fund drive which helps to offset operating expenses.

The **Alumni Staff** is responsible for:

- Implementation of policies, directives and programs of the Association's board and executive committee.
- Orderly, timely and efficient management of the Association's programming responsibilities including relevant fund raising programming and special events.
- Communicating with Alumni volunteers and membership regarding the goals and objectives of the fund raising initiatives.
- Assisting with annual solicitation program (annual fund) and other special fund raising efforts.
- Representing the Alumni Association at University Advancement and University Development Council meetings to ensure that the Association's activities are consistent with and supportive of University policies, directives and programs.

Athletics

The Department of Athletics sponsors intercollegiate competition in 15 sports in NCAA Division I. Athletics remains an integral part of student and University life, providing entertainment to the community and educational opportunities for student-athletes. Athletics reflects the University's overall goals and aspirations.

Various volunteer, support and booster groups offer assistance to athletics. NCAA regulations for the most part define the proper role and utilization of such interested groups. All financial support for athletics must be channeled through the University and/or UL Lafayette Foundation. Checking accounts / funds held outside of the University are prohibited.

Outside support groups provide assistance in season ticket sales, securing priority seating donations, individual sport promotions and other athletic department activities. The activities of all groups are coordinated through Athletic Department staff who are responsible for assisting and directing the groups in accordance with University and NCAA regulations.

The **Athletic Director** and/or other staff designee is responsible for:

- Representing the Athletic Department and Athletic booster clubs at University Development Council meetings to ensure that athletic activities are consistent with and supportive of University policies, directives and programs.
- Working with the University's Development staff to identify, cultivate, involve and solicit potential donors and volunteers.

- Assisting with an annual solicitation program to offset operational expenses.

UL Lafayette Foundation

The Foundation's role is to enhance the overall climate for fund raising to benefit the University. This is accomplished by fostering confidence in donors that their gifts will be used according to their wishes and in the best interests of the University and by investing and managing these gifts in a professional and responsible way.

The Foundation is charged with having an investment philosophy and policy guidelines consistent with established fund objectives, expected standards of performance, and statutory direction. This responsibility extends to all endowments, planned/deferred gifts, real estate and other University assets placed in trust with the Foundation for the benefit of the University.

Specifically, the **Foundation Board** (volunteers) is responsible for:

- Asset and investment management.
- Working with the University's Development staff to identify, cultivate, involve and solicit potential donors and volunteers.
- Sponsoring donor recognition programs, which are to be supported by and coordinated with relevant University staff.
- Sponsoring programs which recognize outstanding faculty accomplishment. These programs are to be supported by relevant Advancement staff.
- Entering into agreements, the benefits of which accrue to the University but that the University itself is prohibited from or otherwise unable to participate in.
- Protecting assets from political intrusion. Because the Foundation is a private not-for-profit 501c3 corporation, it can protect privately gifted assets. Protecting donor confidentiality and donor intent are the primary purposes for independence. (See Appendices K & L)
- Assisting with an annual solicitation program to offset operational expenses.

The **Foundation Staff** are responsible for:

- Implementation of policies, directives and programs of the Foundation's board and executive committee.
- Orderly, timely and efficient management of the Foundation's administrative responsibilities, including account status reporting, gift receipting and all relevant accounting duties.

- Representing the Foundation at University Advancement meetings and ensuring that Foundation activities are consistent with and supportive of University policies, directives and programs.
- Conducting an annual solicitation program, the results of which are adequate to offset operating expenses.

**GENERAL POLICIES AND GUIDELINES
GOVERNING FUND RAISING ACTIVITIES FOR THE
UNIVERSITY OF LOUISIANA AT LAFAYETTE**

1. Coordinating Fundraising Appeals

It is the responsibility of the Director of Development, in consultation with the Vice President for University Advancement, to coordinate all fund raising programs and for all solicitation of funds from individuals, foundations, businesses, corporations, and organizations. Activities to be coordinated include:

- A. Annual fund raising campaigns.
- B. Establishment of a “patrons,” “associates,” “friends,” “membership,” “honor roll,” or similar programs designed to solicit financial support.
- C. Athletic fund raising.
- D. Special fund raising efforts appealing to various University constituencies regarding scholarships, memorial funds, professorships, chairs, etc.
- E. Fund raising for the construction, expansion or renovation of a University building.
- F. Requests to private sources for the funding of new or existing academic programs.
- G. All other programs to raise funds in the private sector.

2. Setting Minimum Funding Requirements

The University will establish and maintain up-to-date minimum funding standards required to endow professorships, endow chairs, establish named scholarship funds, and similar funds.

3. Preparing Fund Raising Literature

To ensure dissemination of the most accurate information appropriate to a particular fund raising effort, any literature (including brochures, booklets and letters) used to attract private funds shall be coordinated through the Office of Development and the Office of Marketing and Communications.

4. Identifying and Coordinating Appeals

It is the responsibility of the Office of Development to coordinate the cultivation and solicitation of individuals, corporations and private foundations. This coordination will prevent an excessive number of solicitations to any single source.

5. Support Organization Funds

The solicitation of funds to be used or administered by support groups (such as Alumni, Foundation and Athletic boosters) should be conducted only when coordinated in advance by the Office of Development. Special funds held by department chairpersons, faculty members, and other persons outside the normal accounting and acknowledgement procedure are prohibited.

6. Involving Volunteers in Fund Raising

Whenever volunteers are to be involved in fund raising efforts, it is the responsibility of the Office of Development to assist in selecting and recruiting the volunteers and to provide them with the training and information required for effectiveness in soliciting funds. Fund raising committees will be established.

7. Obtaining Clearance

To ensure coordination of appeals and/or solicitation of gifts from businesses, individuals, organizations, or foundations, any proposal for appeals/solicitation of gifts must be cleared in advance by the Director of Development. (See Appendices A and B)

8. Discouraging Undesirable Gifts

The University will discourage and may refuse any gift which it deems undesirable. At a minimum, the University will not accept a gift which bears with it any invidious discrimination based upon race, religion, or sex.

9. Endowment Funds

Annual interest generated which exceed the endowment payout(s) and Foundation management fees will be automatically added to the corpus/principal of all endowments to insure growth of the fund over time.

10. Gift Opportunities

Donors have a wide range of possible gift options.

A. Annual Funds

1. UL Lafayette Alumni Annual Fund

The UL Lafayette Alumni Annual Fund provides support of alumni, faculty, student and University programs. Individual membership in the Alumni Association entitles the donor to *UL Lafayette Alumni Accents*, the alumni

newsletter; *La Louisiane*, the University magazine; voting privileges in Alumni Association elections, membership in constituent chapters and other benefits. The Annual Fund is also a way in which alumni and friends can make an additional restricted or unrestricted donation to the University.

2. UL Lafayette Foundation Honor Roll

The UL Lafayette Foundation Honor Roll is an annual program of giving that allows the UL Lafayette Foundation to generate unrestricted gifts. These revenues defray operational costs, including investment management expenses and various recognition programs. Gifts to the Honor Roll provide givers with membership in the UL Lafayette Foundation, and it is from this group that the Foundation's Board of Trustees is chosen. Honor Roll members can, and often do, make gifts to other programs of giving.

3. UL Lafayette Athletics

Annual contributions to Athletics are solicited via membership in various support groups. Examples of other groups providing support specific to particular sports are: the Centerfield Club (softball); the Bullpen Club (baseball); the UL Lafayette Tennis Association (tennis); and Louisiana Classics (corporate sponsorships).

4. Unrestricted Operating Funds

The University needs unrestricted funds for operating purposes. These gifts allow the University to address unmet needs as they arise. Donations of unrestricted operating funds can be made through any of the aforementioned annual fund efforts or directly through the Office of Development.

B. Scholarships - All awarding of scholarships is to be coordinated through the UL Lafayette Scholarship Office

1. Endowed Scholarships

Named endowed scholarships can be established with a minimum gift of \$10,000, which can be an outright gift, a pledge payable over time or a planned gift.

2. Legacy Scholarship Support – First generation college students, students who are the first members in their families who come to UL with the intention of earning or completing a college degree. A \$60,000 gift from a donor is eligible for a \$40,000 match from the State of Louisiana to create a \$100,000 endowment.

3. Non-Endowed Scholarships

a. Annual—An annual, named, non-endowed scholarship can be established with a minimum gift of \$500 per year. The entire amount will be awarded each year.

b. One-Time Gift—A named, one-time, non-endowed scholarship may be established with a minimum gift of \$750. As with the annual non-endowed scholarship, the entire amount will be awarded in the given year.

4. General Scholarship Fund

One-time donations below the \$750 level may be given to the general scholarship fund of the University or of a particular college/department chosen by the donor. The dean of each college will utilize these scholarship funds in coordination with the Scholarship Office.

5. Service Awards

Service awards attract and encourage students who excel in a particular area, such as band, community service, etc.

6. Graduate Student Fellowships

Fellowships provide funding for superior graduate students who work collaboratively with senior faculty on research projects and who teach selective classes. The selection process is highly competitive and offers the opportunity to produce distinguished graduates.

7. Graduate Student Assistantships

Graduate assistantships include a larger teaching component along with research activities. Competition for prestigious named assistantships will allow the University to select students who have the potential for national recognition.

(See Appendix C)

C. Endowed Eminent Scholar Chairs and Super Chair

Excellent faculty are at the center of any university aspiring to greatness. A professor of national or international prominence can be attracted or retained through the utilization of an Endowed Eminent Scholar Chair. The state will match every \$600,000 in private or corporate donations raised by the University with \$400,000 from the Board of Regents Support Fund, creating a \$1 million named Eminent Scholar Chair. A Chair supports salary and expenses of an Eminent Scholar. Super Chairs are established with a gift of \$1.2 million matched by \$800,000 from the BORSF fund.

D. Endowed Distinguished Professorships

Competition for top faculty is fierce and increasing. To enhance the effort to attract and maintain outstanding faculty at Louisiana's universities, the state, through the Board of Regents Support Fund, will match every \$60,000 in private dollars raised by the University with \$40,000 from the support fund, creating a \$100,000 named professorship. Once professorships are endowed, interest earned from investments is used for salary supplements and the appropriate expenses of selected professors.

E. Unrestricted Endowment

Unrestricted endowment funds are pooled for investment purposes, and the income is available for the general use of the University wherever the need is greatest.

F. Faculty Development

An effective faculty development program integrates activities and infrastructure which promote intellectual exchange and growth. Faculty need the time and means to gather information, to reflect on their research and teaching, and to publicize their findings in books, scholarly articles, and papers given at conferences—activities which bring recognition to the University in the state, regional, national and international educational arenas. Equally important, the discoveries made from research and the ideas gained from dialogue with other colleagues are then integrated into the classroom, thus enriching and elevating the learning process for the students, ultimately producing more sophisticated, competitive graduates. Named endowed faculty development funds can be established by a minimum gift of \$10,000.

G. Memorial Gifts

Gifts to the memorial fund may be made in any amount. The name of the person honored and the names of donors are recorded and included in the Annual Report of Giving. Acknowledgement is sent to each donor, and the names of donors are sent to an appropriate member of the family unless the donor requests that this not be done.

H. Library

Gifts to the library fund are used to purchase books and/or other materials and equipment and may recognize donors. This may be in a particular field as specified by the donor. Income from a library endowment serves these purposes and may also be used for the related support purposes of cataloging, binding, book repair, computer databases and other expenses of the library.

Gifts of books and/or collections of books, periodicals, artifacts and similar documents are welcomed.

I. University Art Museum / The Paul and Lulu Hilliard Museum

The University Art Museum serves as an instructional resource for University students, a cultural vista for elementary and secondary school students and a center of aesthetic life for the community. Gifts to the Art Museum will go to support the Museum Campaign Fund.

J. Building Maintenance/Campus Improvement

Gifts to a building maintenance/campus improvement fund will be used for operating expenses, repairs, minor renovations, smaller equipment purchases and other building expenses or to beautify and/or improve campus grounds.

K. Construction

As new buildings are approved for construction, specific naming opportunities often become available for buildings or portions of buildings, such as classrooms, lecture halls, seminar and conference rooms, faculty offices and student or faculty centers.

Interested donors can make gifts in honor of, or in memory of, relatives and friends. Specific dollar amounts required for naming opportunities will be determined by the Office of Development in consultation with the University President.

L. Sponsored Lectureships

The University accepts gifts to support a lectureship series or a one-time lecture. The donor must agree to cover all costs involved in planning and producing the lectureships, and the University shall retain the right to select the lectures.

M. Athletic Programs

A donor may wish to establish an endowed fund for a particular sport or the general athletic fund. Contributions could endow the salary of a sports coach, endow an athletic scholarship, be used for facility maintenance or improvement or help defray operating expenses. An endowed athletic fund can be established for a minimum gift of \$10,000.

11. Methods of Giving

A variety of giving methods allow for donors to choose the most advantageous option.

A. Gifts of Cash or Securities

The University welcomes gifts in the form of cash (checks) or marketable securities. Checks should be made payable to the appropriate entity (UL Lafayette Alumni Association, UL Lafayette Foundation, etc.). Cash gifts may entitle donors to a charitable tax deduction. Gifts of securities may help donors avoid capital gains taxes in addition to possibly receiving a charitable income tax deduction.

B. Planned Giving

Planned giving allows a donor to make a gift commitment but delay delivery of the final benefit of the gift until a later time. Donors who make planned gifts to the University may receive tax and/or income benefits. Some types of planned gifts result in lifetime incomes for the donor and/or beneficiaries. Some may entail reduction of income taxes, capital gains taxes, and estate taxes.

Donors may make planned gifts to the University through a variety of methods such as a bequest; through charitable remainder trusts, gift annuities, and deferred payment gift annuities; by making the University the beneficiary and owner of an insurance policy; through gifts of remainder interest in a personal residence, farm or other real property; and through charitable income trusts.

Wills, bequests, or estate plan documents that provide funds or other assets for use of the University should be made payable or transferable to "UL Lafayette Foundation, Inc.," the approved corporate body to receive, manage and disburse such assets.

It should be noted that laws governing such gifts are subject to revisions, and it is therefore extremely important to have up-to-date information on the tax consequences of these types of gifts.

C. Gifts of Real Estate

The University welcomes opportunities to explore with donors gifts of real estate. In this highly specialized field, all potential gifts of real estate will be reviewed in accordance with the policies established by the Board of Trustees for the University of Louisiana System. Real estate donations require that the donor provide an appraisal and phase one environmental assessment conducted (exceptions to be determined by the University President). Donations of real estate will be coordinated through the UL Foundation.

Some donors may wish to give real property to the University and retain a life interest for themselves and/or spouses. Such gifts may benefit both the donor and, ultimately, the University. Real estate, under certain conditions, may be used to fund a life income trust where the donor retains a life income interest in the earnings of the trust. Gifts of real estate can often bring a significant gift within the reach of many donors.

Development Officers must understand and communicate to donors that it is the University's policy to dispose of all gifts of real estate (other than property which the University wishes to retain) as expeditiously as possible. Thus, regardless of the value placed on the property by the donor's appraisal, the Foundation will attempt to sell at a reasonable price in light of current market conditions, and the donor needs to be informed that any such sale occurring within two years of the date of gift may be reported to the IRS on Form 8282.

D. Gifts of Art and Other Tangible Personal Property

In general, the University will be grateful to receive gifts of art and other tangible personal property, such as antique furniture, rare books and collections. Appraisal of such gifts are the responsibility of the donor. These gifts may be retained by the University or liquidated. Donations of art and other tangible personal property become assets of the Foundation.

E. Tax Benefits to Donors of Property

The tax benefits available to a donor for a gift to the University are determined by the appropriate sections of the U.S. Tax Code. (See Appendix J)

For nearly every type of gift, a donor is entitled to a charitable deduction for the full fair market value of the gift. To establish the most valid fair market value for gifts of real estate and tangible personal property, an appraisal should be rendered by an independent appraiser retained and compensated by the donor.

All gifts-in-kind and restricted gifts to the University will be reviewed by the Office of Development and approved by the Vice President of Finance and Administration,

University Advancement and the President. For gift-in kind donations made to the Foundation, the Foundation Board will approve.

Gifts-in-Kind. Gifts-in-kind (art objects, equipment, securities, real estate, etc.) should be reviewed with special care to ensure that acceptance will not involve excessive financial commitments or other obligations disproportionate to the usefulness and/or value of the gift. Consideration should be given to the cost of maintenance, cataloging, delivery, insurance, display, any space requirements for exhibiting, storage and environmental issues. (See appendix D)

When gifts-in-kind are given to the University with the donor intent of receiving a tax deduction, it is the responsibility of the donor, not the University, to obtain and pay for an appraisal of the gift. The University will not become involved in the appraisal process.

Restricted Gifts. Acceptance of a gift imposes a legal obligation to comply with the terms established by the donor. The nature and extent of this obligation must be clearly understood. Accordingly, the terms of each restricted gift will be reviewed carefully to ensure that they do not hamper the usefulness and desirability of the gift to the University. If a gift is deemed unacceptable because of restrictions the donor has placed on its use, the donor will be encouraged to remove or modify the restrictions. Gifts shall be refused or returned when the purpose: (1) is inappropriate or not in the best interest of the University, (2) is clearly commercial, or (3) would obligate the University or the Foundation to undertake responsibilities, financial or otherwise, that it may not be capable of meeting during the period required by the terms of the gift.

12. Naming Endowment Funds

Named endowment funds can be created by meeting minimum required funding levels.

13. Including a Permanency Clause

All gifts received for restricted endowment purposes, when accepted, will be accepted on the condition that should the purpose for which the funds are provided cease to exist, the Foundation Board may, upon request of the University President, reallocate the income from those funds to other purposes relating as closely as possible to the original intent of the donor. Whenever possible, this stipulation should be written into the agreement. This action may be authorized by the donor by including the following clause in the transfer of assets while living or by bequest:

“If, in the opinion of the UL Lafayette Foundation, Inc. Board of Trustees, all or part of the earnings of the fund cannot be usefully applied to the purpose designated (or in the manner requested), the Foundation Board of Trustees with request and approval of the University may use the same for any other purpose which, in its opinion, will most nearly accomplish my purposes, wishes and intent.”

14. Accepting, Recording and Acknowledging Gifts

It is the responsibility of the Office of Advancement Services to officially record and acknowledge receipt of all gifts to the University or any agency thereof, including cash,

pledges, securities, trusts, insurance policies, real estate, and other gifts-in-kind. Consequently, gifts and donations must be processed through the Office of Advancement Services. A complete and accurate record of every donor/donation to the university shall be maintained by Advancement Services in accordance with Gift and Data Processing Policies and Procedures . Donor anonymity will be protected whenever requested.

15. Processing Gifts

All gifts of cash received by any school, department or administrative office are to be transmitted on the same day (or within 24 hours) they are received directly to the UL Foundation or UL Business Office along with *all original correspondence* pertaining to the gifts and the following information: (See Appendix F1 – F2)

- A. Donor's name and street address. If the gift is from an entity other than an individual i.e., corporation, foundation, association, etc. – an individual's name and title should be reported in addition to that of the firm.
- B. Amount of gift.
- C. Date of receipt of gift.
- D. Account number and name in which gift is to be deposited (if a new account is to be established for the gift, this should be indicated).
- E. Designation (college, department or activity).
- F. Purpose (scholarship, chair, professorship, general fund, etc.).
- F. Other comments or special instructions.

Note: Complete guidelines for data and gift processing are outlined in the Gift and Data Processing Policies and Procedures.

After the gift is forwarded to the UL Lafayette Business Office or the UL Lafayette Foundation for appropriate deposit, a copy will be sent to the Office of Advancement Services.

Copies of all information pertaining to the gift should be sent by the Office of Development to other relevant offices. Copies of the gift transmittal and related correspondence will become a part of the permanent gift files. (See Appendix F)

16. Stewardship of Gifts

Oftentimes the best prospects are the donors we already have. Much effort and attention must be given to the proper acknowledgement of gifts to the University. Consistent acknowledgement processes, such as the utilization of the Thank You Memo for gifts over \$500 or more (See Appendix E), should be implemented by all areas of the University receiving gifts.

Recognition functions, plaque presentations, news conferences, press releases, photos, giving levels, etc. should be coordinated through the Office of Development and the UL Foundation.

17. Providing Reports of Account Activity

The Foundation shall maintain on every established account a donor designee who shall receive from the Foundation annual reports of account activity, including earnings and disbursements.

18. Preparing Public Statements on Gifts to the University

It is the responsibility of the Office of Marketing and Communications in coordination with the Office of Development to initiate all public statements about gifts to the University.

19. Reporting Private Philanthropy

It is the responsibility of the Office of Advancement Services to compile official records on all gifts in accordance with Gift and Data Processing Policies and Procedures. The responsibility for all required financial reporting will be assigned by the Vice President of Finance and Administration.

20. Maintaining Prospect Files

It is the responsibility of the Office of Development to establish and maintain prospect and donor files for the purpose of providing timely and relevant information about prospective individual donors, private foundations and corporations.

21. Allocating Gifts

All gifts, grants, dividends, interest or other financial resources will be allocated first according to donor wishes and/or presumed intent, next in response to institutional request, next in consideration of general University operational requirements and next to a general endowment for future institutional needs.

22. Maintaining Data Confidentiality

Biographical and financial records will be treated as confidential information and shall be released or accessed in accordance with the University of Louisiana at Lafayette's Constituent and Fund Raising Information Release Policy. Under no circumstances will data be released for the primary purpose of private enterprise or gain. All Freedom of Information Act regulations will be observed. (See Appendix G)

CONCLUSION

These guidelines may not meet every contingency that may arise. Further information on the suitability of a planned approach to a donor should be sought from the Office of Development, P. O. Drawer 43410, Lafayette, LA 70504, (337) 482-0922. Questions not addressed regarding donations and related issues should be addressed to the Vice President for University Advancement, P. O. Drawer 44090, Lafayette, LA 70504, or call (337) 482-0911. Questions regarding accounting and investment matters for endowments and other funds, or any matters pertaining to the Foundation as a 501(c)3 charitable organization should be addressed to the Executive Director for The University of Louisiana Lafayette Foundation, P.O. Box 44290, Lafayette, LA 70504-4290, or call (337) 482-0700.

APPENDICES

Appendix A - Major Gift Prospect Identification Form

Appendix B - Student Organization Event Application Form

Appendix C - Guidelines for UL Lafayette Scholarships

Appendix D – Gift In Kind Form

Appendix E – Thank You Memo

Appendix F - Transmittal Forms

Appendix G - A Donor Bill of Rights

Appendix H – Contact Report Form

Appendix I – Record Update Form

Appendix J – University Tax Information

Appendix K – Donor Check Intent Form

Appendix L - Privacy Policy

Appendix M – Planned Giving Program