



NORTH CAROLINA AGRICULTURAL AND TECHNICAL STATE UNIVERSITY

SEC. VIII

THIRD PARTY FUNDRAISING

GUIDELINES

I. PURPOSE

North Carolina Agricultural and Technical State University appreciates the many clubs, organizations, chapters, and individuals that choose to conduct fundraising efforts and encourage others to give to the University and its associated entities. This procedure outlines how those fundraisers are to be handled by the University and provides guidelines for those wishing to conduct them.

II. DEFINITIONS

Third Party – Any individual or group, not employed by the University, who wishes to raise money on behalf of the University.

Associated Entity – Any entity which exists to support North Carolina A&T State University, including the Foundation for North Carolina A&T State University, Inc., the North Carolina A&T State University Alumni Association, Inc., the N.C. A&T Real Estate Foundation, Inc, and the Aggie Athletic Foundation.

III. GUIDELINES

- A. Notice:** Third parties should give at least sixty days' notice to NC A&T prior to communicating with others about an event.
- B. Event Name:** Because third party events are not held directly by the University or its associated entities, they should only refer to the University as a beneficiary (ie: special

event to benefit North Carolina A&T State University, rather than North Carolina A&T State University Event).

- C. Communications/Publicity:** Public announcements, event promotions, and solicitation materials should not take place or be sent until reviewed with the Division of University Advancement at N.C. A&T, at which time the Advancement team will vet with other appropriate University personnel. Promotional materials must be approved by Advancement before use. All printed materials and other information should state “net proceeds will be directed to North Carolina Agricultural and Technical State University to benefit (program or scholarship name)”
- D. Sponsorship/Expenses:** Third parties are responsible for finding sources to fund the planning of the event or to pay for advanced expenses, if necessary. Any monetary or in-kind donation to the third party for an event cannot be considered a tax-deductible gift to the University. Certain businesses may be able to treat such donations as business expenses in accordance with their own tax obligations.
- E. Event Planning:** Third parties are responsible for securing the appropriate venue, staff and/or volunteers, and services including, but not limited to, food, drinks, and entertainment desired for the event. The University cannot provide third parties with funding or reimbursement for event expenses, staff, students, or volunteers to support a third party event, and cannot guarantee that alumni, students, donors, volunteers or employees of the University will be in attendance at the event.
- F. Treatment of Donations:** North Carolina A&T and its associated entities must adhere to strict IRS standards. Donations made directly to the University and its associated entities are tax deductible to the extent allowable by law. However, donations to third parties, regardless of whether any portion of those donations are used to defray event expenses, may not be classified as gifts to the University or its associated entities. The University cannot provide receipts for items donated or event fees collected by a third party for an event. If a third party would like to collect or encourage donations to be given to N.C. A&T, they should be made out directly to the receiving entity and adhere to the University’s gift handling guidelines. The legal donor of those gifts will be that entity or individual listed on the check or credit card. If a third party group is able to issue a list of donors who contributed to the amount ultimately given to the University or one of its associated entities, soft (or recognition) credit will be given to those individuals.

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