

GEORGETOWN UNIVERSITY LAW CENTER POLICY ON STUDENT ORGANIZATION FUNDRAISING

Purpose

The Student Organization Fundraising Policy ensures a consistent process for Student Organization fundraising. This policy allows Student Organizations to host events that require funding beyond what is available through Georgetown University Law Center resources and minimize conflicts with other fundraising efforts at the Law Center and within Georgetown University.

All fundraising proposals must be consistent with the mission and policies of the Law Center, particularly the Policy on Partisan Political Activities and Lobbying and the Gaming and Gambling Policy. All fundraising proposals must be submitted to the Office of Student Life before the required deadline. Fundraising proposals must be approved by the Associate Director of the Law Annual Fund and the Assistant Director of Student Life, who together will present ideas, answer questions, and develop strategies.

If a student organization violates the Student Organization Fundraising Policy, the Law Center reserves the right to take appropriate administrative action up to and including loss of student organization privileges at the Law Center.

Definitions

1. **Donations:** Donations are gifts given to a student organization with no expectation of a measurable benefit to the donor. A donation may be tax deductible because the donor is giving a gift.
2. **Sponsorships:** Sponsorships are a business transaction where funding or other resources are given to a student organization in return for a measurable benefit, such as advertising, event participation, or signage. Sponsorships generally are not tax deductible because the sponsor receives a benefit from the transaction. In some cases, a portion of a sponsorship may be tax deductible if the dollar amount of the sponsorship is higher than the fair market value of the benefit that the sponsor receives. This determination would be made on a case-by-case basis by the Development Office in accordance with its Sponsorship Policy.
3. **Student Organizations:** Student Organizations include recognized student organizations and Barristers' Council. Fundraising for the Equal Justice Foundation summer public interest funding program and Home Court are excluded from this policy.

Fundraising from External Sources to Benefit Official Georgetown Law Student Organizations

1. Student Organizations are not permitted to directly solicit funding or accept unsolicited donations, including in-kind gifts, from outside sources (including law firms,

corporations, individual alumni, alumni groups, foundations, other businesses and other individuals affiliated with the Law Center, University and its students) without first receiving written approval from the Development Office and Office of Student Life.

2. Student Organizations are required to complete and submit a Student Group Fundraising Application form through Formstack at least two weeks prior to any external communication with potential sponsors or donors. It is recommended to submit the application even further in advance to increase the probability of being funded. Approval of requests by the DO and OS� does not guarantee that the student group will receive funding from the organizations they are soliciting from.
3. The Development Office and the Office of Student Life will consider proposals for external funding for events and programs (workshops, symposia, speakers, etc.). Proposals for other purposes, such as student travel, will not be considered or approved. Travel requests should be submitted to the Student Travel Committee.
4. Firm or corporate donations to support programs or events is permissible provided that the value of any products and/or services that are received by the firm/ corporation at the event or through sponsorship of the student group is accounted for and noted in the tax acknowledgement letter.
 - **Example Scenario:** A student organization hosts an event on GULC's campus and has a banner placed near the entrance with a message thanking a law firm for sponsoring the event. The Student organization should save receipts/records indicating the cost of producing that banner and be prepared to provide that documentation to the Law Center upon request.
5. Funds received from firms/corporations/external organizations may not directly financially benefit any private or single individual member in the group. Furthermore, the student group cannot use funds to provide monetary prizes or gifts (such as stipends) for participating in a student group/student activity.
 - **Special Considerations:**
 - **Scholarships**
 - Student organizations seeking to raise funds from firms/external organizations that will be used to offer scholarships to students/members should contact the OS�/LAF before requesting such funds.
 - **Swag Items/Chackies**
 - Student organizations may, in accordance with the OSF/LAF and funders specifications, use funds to purchase branded items for members. These items must fall in line with the mission of the student organization, and may not exceed \$99.00, per member. Any requests for items that cost over \$99.00 per student organization member will be considered on a case by case basis at the discretion of OS�/LAF.
6. Student Organizations may submit proposals requesting to seek or accept donation of a specific amount per event or program. Requests for funding exceeding \$5,000 will be considered on a case-by-case basis and only under exceptional circumstances.
7. The external communication to any potential sponsor must include an overview of the funding request which should include but is not limited to: sponsorship levels and potential benefits event title, date, venue and audience; amount requested and anticipated

use of funding for event or sponsorship support; names of firm and specific proposed contact information of the firm being approached; name of student(s) who will be responsible for coordinating the fundraising effort, and any other relevant information.

8. If changes are made to the approved sponsorship template used by the student organization, a revised version will need to be approved by the Associate Director of Development prior to any subsequent outreach to a potential sponsor is made.

Fundraising by a Student Organization from the Georgetown Law Community to Benefit a Student Organization or an External Organization

1. Student Organizations are required to complete and submit a Student Group Fundraising Application form through Formstack at least two weeks before the proposed date of the fundraiser. The application will be reviewed and approved by the Office of Student Life and the Development Office on a case-by-case basis.
2. Gifts made to a fundraiser to benefit an external organization are not considered charitable gifts to the Law Center or the University; therefore, donors will not receive any type of receipt recognized by the IRS from the Law Center or University.
3. The external organization receiving funds raised by the student group must be a 501(c)(3) organization and/or be approved by the Office of Student Life and the Development Office on a case-by-case basis. The OSL and DO reserves the right to reject applications to fundraise for any organizations whose work is in conflict with the mission of Georgetown University.
4. Any funds raised from the Georgetown Law Community, including faculty, staff, students (and prospective candidates), as well as visitors to the Georgetown Law Campus may not directly financially benefit a private or single individual member in the group. The student group cannot use funds to provide prizes or gifts for participating in a student activity.
5. Any funds raised from the Georgetown Law Community may not be used for student travel. As stated above, travel requests should be submitted to the Student Travel Committee.

Part II: Guide for Effective External Fundraising

PURPOSE

The purpose of this section is to help students craft fundraising proposals and solicitations that are both (1) effective, and (2) compliant with GULC's policies and guidelines.

1) Start with an "About Us" Section:

- In this section, you should include background information on your organization including your history at GULC, your mission and primary goals, and the size of your organization's membership and alumni network (if known). Provide the key details in a way that (briefly) tells a compelling story about your organization and why it exists.
- If your organization primarily exists to put on a single event or program year-to-year, this would also be an appropriate section to describe that event/program in detail, including: the date(s), location(s), basic itinerary, purpose, expected number of participants/attendees, etc.

2) Provide specific details on the programming you are asking the firm/outside group to support:

- **Include Information on Program's Reach, Scale, and Impact:**

- Consider adding any details about the scale of the program, including the number of students this program has impacted or will impact, or the number of students a firm would reach through their

sponsorship of the program. Include any information regarding how many students are expected to participate this year, how many past student participants are still on campus, an estimate of the number of students who might be interested in attending a networking event because of their interest in the program's work, etc. If these numbers seem too low, simply talking in general terms about the reach of the program might be helpful.

- o If numbers are low, or projections prove to be too high down the road, be transparent with the firm about that. It is important to manage the expectations of the firm.

3) Include Specific "Ask" Language & Information Regarding Benefits for the Firm:

- You are asking the firm/outside group to provide monetary support for your organization. **Be direct and specific in that request.** This "ask" could be in the form of a paragraph that requests a specific dollar amount and explains what expenses the money will cover. If possible, give more details about what the firm will receive in return for their sponsorship/support. Examples might include:
 - o Invitation for X members of the firm to attend a networking event for current and former participants in the program.
 - o Listing the firm as a sponsor for the program in any promotional materials (name and logo)
 - o Signage at the networking event that recognizes program sponsors (name and logo). The networking event might include current and past participants, as well as other students who are interested in learning more about the program and the work that is done during the trip.
 - o Recognition of the firm's sponsorship on the program's social media platforms.
 - o Recognition of sponsoring firms in communications with participants.
 - o Mentioning the firm at the event and thanking them for their support.
 - o Sharing the firm's upcoming events or programs with your group via email and/or promoting those events on your social media platforms.
- **You could also offer various sponsorship tiers. This approach is popular among many student groups. However, this approach is not a "one-size-fits-all." You should assemble sponsorship tiers and dollar amounts that make sense for your group and its specific needs.**
 - o **Level 1 (Silver): \$500**
 - The firm receives recognition on your group's social media platforms and promotional materials (such as journals, signs, or flyers) at the spring networking event.
 - o **Level 2 (Gold): \$1,000**
 - The firm receives all benefits from Level 1 sponsorship, plus an invitation for XX members of the firm to attend the networking event.
 - o **Level 3 (Platinum/sole sponsor): \$1,500**
 - The firm receives all Level 2 benefits, plus recognition as lead sponsor of the program.

Please also see the "Examples" section below for additional examples of student organization fundraising packets/proposals

The key is to make sure that your tiers (1) offer something substantial enough to entice the firm to sponsor the event; and (2) that they offer something that is realistic for your group to do (you **do not** want to promise anything that you can't deliver) *N.B. – **Please bear in mind that sponsorship/funding requests that exceed \$5,000 customarily require additional approval.** Therefore, if one of your sponsorship tiers is above \$5,000, your student organization must receive approval from LAF/OSL.

4) Include Important Logistical/Contact Details to Facilitate Firm Sponsorship

- o List your group's name and contact information in the proposal (including the appropriate point of contact).
- o Indicate where the firm/sponsoring organization can send a check.
- o You should consider preparing a short cover letter/email that is addressed directly to the firm, gives the highlights, makes "the ask," and references your proposal.

For additional guidance on composing a fundraising proposal that is compelling, effective, and compliant with the Law Center's policies, please contact GULC's Office of Student Life and the Law Annual Fund:

- o **Office of Student Life (OSL)**

Hannah Ward

Assistant Director of Student Life

hw481@georgetown.edu

- o **Law Annual Fund (LAF)**

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