Introduction

In order to fulfill the highest standards of conduct for fair, accurate and ethical fundraising, these guidelines shall apply to all counting and reporting for the Ball State University comprehensive campaign. These standards supersede any prior campaign reporting or counting guidelines. Additional policies and procedures, including those approved by the Ball State University Advancement and Development offices as well as the Ball State University Foundation board of directors are incorporated herein by reference and shall apply to outright and planned gift acceptance, valuation, administration, financial accounting, donor records, documentation and donor recognition. Ball State University and Foundation shall comply with all applicable laws relative to the implementation of these counting and reporting policies.

I. Campaign Goal

The goal of this comprehensive campaign is to raise $200 million, including $50 million in planned gifts, for projects identified by Ball State University through its new strategic plan.

II. Campaign Period

For purposes of these standards, the campaign period refers to the total time encompassed by the active solicitation period for the campaign, including the advance gifts phase. Ball State’s campaign period will be seven years in duration. The beginning date is July 1, 2004 and ending date is June 30, 2011.

The advance gifts phase of the campaign is that period of time prior to public announcement of the campaign or the campaign’s official goal, during which pace-setting gifts are sought from individuals and organizations (July 1, 2004 to September 4, 2008). Credit shall be given for all gifts and pledges made during the advance gifts phase. The public phase of the campaign, following public announcement of the campaign, will run from September 5, 2008 to June 30, 2011.

III. Campaign Counting

Gifts and pledges shall be counted toward the campaign goal as follows:

- **Outright Gifts.** All gifts and pledge payments of cash and non-cash assets from individuals, corporations, foundations or other organizations subject to the exclusions stated below, will be counted as of July 1, 2004 through June 30, 2011. During the campaign, University Development will continue to solicit for the annual fund using direct mail, telephone contact and personal contact. These ongoing fundraising efforts will be conducted and recorded according to customary guidelines. The annual solicitation totals will count as progress toward the campaign goal.

- **Planned Gifts.** All planned gifts, subject to any exclusions stated below, will be counted as of July 1, 2004 through June 30, 2011. Planned gifts will be counted as follows:
  1. Revocable planned gifts (e.g., will/trust bequests, retirement plan or commercial annuity beneficiary designations, life insurance beneficiary designations, payment on death designations, etc.) shall be counted at face value for donors aged fifty-five and over.
  2. Revocable planned gifts shall be counted at present value for donors aged under fifty-five.
3. Irrevocable planned gifts (e.g., contracts or promissory notes accompanying a will/trust bequest, immediate or deferred charitable gift annuities, charitable remainder trusts, remainder interests in real estate, pooled income funds, life insurance policy ownership, etc.) shall be counted at face value for donors of any age except for the donation of the ownership of a life insurance policy that is not paid up by donors (insured) under the age of fifty-five. Donated life insurance policies that are not paid up by donors (insured) under the age of fifty-five will be considered revocable planned gifts. The donor will be required to sign a pledge committing the donation of all future premium payments in order to count any gift of life insurance where ownership is transferred but the policy is not paid up, regardless of the age of the donor.

4. A campaign gift value will change from present value to current face value as a donor reaches age fifty-five during the campaign period.

- **Pledges.** A pledge will count toward the campaign as long as it is made during the campaign timeframe. Unfulfilled pledge balances will be deleted from the campaign counts and reports. The preferred pledge payment period, regardless of when the pledge is made during the campaign period, is five years or less. If a donor’s circumstances change (e.g. donor’s ability or willingness to fulfill the pledge, change in timing of the pledge payments, a change in the means of fulfilling a pledge, etc.) it is the obligation of the donor to inform the development officer or Foundation staff so the terms of the pledge and level of recognition can be adjusted accordingly. The following guidelines apply:

1. **Written Pledges.** All pledges shall be in writing and should commit to a specific dollar amount that will be paid according to a fixed time schedule.
2. **Verbal Pledges.** Only verbal pledges made and documented through an authorized telephone campaign are to be counted and reported in totals.
3. **Planned Gifts.** Pledges may be made or fulfilled with planned gifts. The documentation for planned gifts must be in writing and comply with the policies and procedures approved by the Ball State University Foundation Board of Directors.
4. **Matching Gifts Expected.** The pledge amount is the obligation of the donor. Matching gift dollars can be applied toward their pledge, if allowed by the matching gift company. The donor is notified when a matching gift has been received.
5. **Fulfillment of Pledges by Third Parties.** Pledges by a donor can be paid by a third party (e.g., corporate matching gifts, business affiliates, family members, etc.) unless prohibited by law (e.g., donor advised fund grants, private foundation grants on behalf of disqualified persons, etc.).
6. **Challenge/Conditional Pledges.** Challenge/conditional pledges will be reported to the National Campaign Committee Policies and Procedures Subcommittee. These pledges may be included in campaign totals if there is a reasonable expectation that the conditions under which the pledge is made will be met during the campaign period and if there is appropriate documentation including a dollar amount and payment schedule.

- **Other Non-Deductible Charitable Gifts.** In addition to counting charitable gifts such as pledges and revocable planned gifts that are not income tax deductible for the donor as a charitable contribution, the following gifts that are not income tax deductible for the donor will be counted in campaign totals so long as the dollar value of the counted gift is readily ascertainable or verified by an independent qualified expert such as a qualified appraiser:

1. Qualified IRA charitable rollovers pursuant to the Pension Protection Act of 2006.
2. Grants from donor advised fund(s) designated by a donor. Note: Gift acknowledgement is sent to the tax exempt organization that holds the donor advised fund as official donor of record and a copy of the acknowledgement is sent to the donor.
3. Grants from private foundation(s) designated by a donor. Note: Gift acknowledgement is sent to the private foundation as official donor of record.
4. Charitable lead trust income designated by a donor. Note: Gift acknowledgement is sent to the trustee of the charitable lead trust for trust tax reporting.
5. Loan of valuable property such as automobiles, computer software, scientific equipment, etc.

IV. Campaign Counting Exclusions

The following payments shall be excluded from campaign counting and reporting totals:

- Gifts or pledges, outright and/or planned, which have already been counted in previous campaigns, even if the gift is realized during the new campaign reporting period. The Drive to Distinction campaign is considered a part of this campaign.
- Investment earnings, appreciation or interest earned on gifts, even if accrued during the campaign reporting period.
- Unpaid pledge balances that have been written off or deleted.
- Income earned on gifts.
- Surplus income transfers from ticket-based operations, except for any amount equal to that permitted as a charitable deduction by the Internal Revenue Service.
- Contract revenue.
- Tuition payments.
- Contributed time or services.
- The value of benefits or premiums received in exchange for gifts, except for those benefits allowed for purposes of the charitable deduction such as token and/or member benefits. This includes, but is not limited to, 80/20 deductions for athletic priority seating.
- Payments received from local, state or federal government units.

V. Campaign Reporting

Campaign reporting may include totals and/or subtotals of the following dollar amounts for the general campaign goal as well as for other specific objectives within the overall goal:

- The total of outright gifts.
- The total of pledge balances.
- The total of planned gifts.
- Other gifts as approved by the Policies and Procedures Subcommittee.
- The grand total.

VI. Campaign Donor Recognition

- Annual Donor Recognition. University Development annual donor recognition guidelines will apply.
  1. Individuals. Recognition for individuals will include assigned values for potentially deductible and non-deductible contributions such as outright gifts, matching gifts, donations directed from donor advised funds, private foundations or businesses, and pledge balances.
  2. Organizations. Recognition for corporations, foundations and other organizations will include assigned values for potentially deductible and non-deductible outright gifts, matching gifts, donations directed from donor advised funds or private foundations and pledge balances.
- Cumulative Lifetime Gift Recognition. University Development cumulative lifetime gift society guidelines will apply.
• **Planned Gift Recognition.** Ball State University Foundation planned gift recognition guidelines will apply.

• **Naming Opportunities.** The Ball State University Board of Trustees policy on naming of University Facilities and Programs will apply.

• **Additional Recognition.** Special recognition may be recommended and approved by the Ball State University Board of Trustees, Foundation Board of Directors or University Advancement and Development offices.

**VII. Campaign Counting and Reporting Standards Exceptions**

Exceptions to these standards may be approved by the National Campaign Committee’s Policies and Procedures Subcommittee on a case-by-case basis as considered appropriate, fair and ethical under the circumstances.

**References:** These campaign counting and reporting standards incorporate recommendations by the Council for the Advancement and Support of Education (CASE) and the National Committee on Planned Giving (NCPG). Campaign progress may appear differently when reporting to these outside agencies as their definitions may vary.

_____________________________________  __________________
Approved       Date