



POLICY TITLE:

External Fundraising

APPLIES TO:

Faculty, Staff, Students, and KSU-Affiliated Foundations (Including the KSU Thoroughbred Foundation, Inc.)

ADMINISTRATIVE AUTHORITY:

Office of Institutional Advancement & External Relations

APPROVED BY:

Kentucky State University Board of Regents

EFFECTIVE DATE:

August 8, 2025

NEXT REVIEW DATE:

August 8, 2028

POLICY STATEMENT:

All private gift solicitation in support of Kentucky State University (KSU) shall be coordinated by the Office of Institutional Advancement & External Relations, under the direction of the Vice President of Institutional Advancement & External Relations. This coordination includes the identification, cultivation, solicitation, and stewardship of all current and prospective donors to KSU.

To ensure a strategic and unified approach to fundraising, any member of the KSU community (faculty, staff, students) or individuals acting on behalf of KSU-affiliated foundations intending to solicit private gift support for KSU must consult with the Office of Institutional Advancement & External Relations prior to initiating any solicitation.

All private contributions, grants (as defined by KSU and differentiated from sponsored research grants per the KSU Gift Acceptance Policy, and gifts-in-kind received in support KSU shall generally be directed to the KSU Thoroughbred Foundation, Inc. (the "Foundation") for fund management and distribution, in accordance with the

KSU Gift Acceptance Policy. The formal acceptance of gifts and the management of such contributions must adhere to the procedures outlined in the KSU Gift Acceptance Policy and, where applicable, the KSU Naming Policy.

DEFINITIONS:

External Fundraising

The coordinated effort to seek and secure private gift support from individuals, corporations, foundations, and other external entities for the benefit of Kentucky State University.

KSU Thoroughbreds Foundation, Inc. (the “Foundation”)

The independent, 501(c)(3) charitable organization designated to receive, manage, and disburse philanthropic gifts for the benefit of Kentucky State University, as detailed in the KSU Gift Acceptance Policy.

Institutional Advancement & External Relations

The KSU division responsible for planning, coordinating, and implementing all KSU fundraising programs and for providing support to the KSU Thoroughbreds Foundation, Inc. in these efforts.

Private Gift Support

Philanthropic contributions, including cash, securities, property, grants (as defined by KSU and differentiated from sponsored research grants in the KSU Gift Acceptance Policy), and gifts-in-kind, made to support the mission and priorities of KSU.

Solicitation

The act of asking or requesting private gift support for KSU. This includes direct requests, proposals, and other communications intended to secure a philanthropic contribution.

PROCESS:

Consultation Required

Any KSU faculty member, staff member, student, or representative of a KSU-affiliated foundation who intends to solicit private gift support on behalf of KSU must first consult with and receive guidance from the Office of Institutional Advancement & External Relations prior to any solicitation efforts.

Coordination of Fundraising Efforts

The Office of Institutional Advancement & External Relations is responsible for the overall strategy, coordination, and oversight of external fundraising activities. This includes, but is not limited to, prospect identification, cultivation strategies, the solicitation process, and donor stewardship, to ensure a consistent and effective approach that aligns with KSU priorities.

Compliance with KSU Policies

All external fundraising activities must be conducted in strict compliance with this External Fundraising Policy, the KSU Gift Acceptance Policy, and the KSU Naming Policy. This includes all procedures related to gift acceptance, processing, documentation, donor recognition, and any commitments concerning naming opportunities.

Direction of Gifts

Unless a specific exception is met as outlined in the KSU Gift Acceptance Policy, all private gift support solicited for the benefit of KSU shall be directed to the KSU Thoroughbreds Foundation, Inc. The Office of Institutional Advancement & External Relations will guide adherence to these policies.

Approval of Fundraising Initiatives

Significant fundraising initiatives, capital campaigns, or solicitations that may involve specific naming opportunities for KSU assets or programs require prior internal review and approval, coordinated through the Office of Institutional Advancement & External Relations. Such initiatives must align with the approval processes detailed in the KSU Naming Policy and the KSU Gift Acceptance Policy, particularly concerning restricted gifts or gifts implicating naming rights.

Use of KSU Name and Marks

Any use of KSU's name, logos, indicia, or other marks in external fundraising materials or solicitations must receive prior approval from the Office of Institutional Advancement & External Relations or another office designated by the President as having authority for brand management.

REFERENCES AND RELATED MATERIALS:

- KSU Naming Policy
- KSU Gift Acceptance Policy

CONTACTS:

Subject	Office	Telephone	E-mail
Policy Questions	Institutional Advancement & External Relations	(502) 597-5500	Michael.DeCourcy@kysu.edu
Policy Interpretation	General Counsel	(502) 597-6414	Zachary.Atwell@kysu.edu General.Counsel@kysu.edu

HISTORY:

Revision Type	Date of Issuance/Revision	Drafter(s)/Editor(s)
Issued (New Policy)	June 2025	Zach Atwell
