



Sales and Promotions Policy

The objective of this policy is to ensure that fundraising, promotions, and the sale of goods and services by students, student organizations, athletic teams, departments, programs, faculty, staff, and other approved members or affiliates of the Bucknell community are aligned with the University's mission and status as a tax exempt nonprofit institution of higher education. Any such activity conducted on campus, or in the name of or to benefit Bucknell University, regardless of whether for profit or not-for-profit, must be in compliance with this policy. Activities conducted by University Advancement and the Office of Sponsored Projects for purposes of soliciting grants, gifts and otherwise fundraising for the University are excluded from the scope of this policy.

Bucknell's Events Management Office is responsible for the administration of this policy. All sales, fundraising, and promotional activity must be registered with and approved by the Events Management Office, Elaine Langone Center, Room 219, 570-577-3393.

The approval of a specific activity under this policy does not constitute approval for future instances of such activity, nor an assurance that similar activity will be approved in the future. This policy is subject to change at the University's discretion.

Definitions

Individual Student – Bucknell student or group of Bucknell students, other than those groups defined herein

Promotion - publication or advertisement of a business, product, event, or cause (e.g. a contest, brochure, free sample, poster, survey, commercial, or personal appearance)

Approved Student Group – a student group formally recognized by the Office of Campus Activities and Programs, Fraternity & Sorority Affairs, and/or the Department of Athletics and Recreation Services (excluding Varsity and Club Varsity Athletics Teams)

Department-sponsored Student Group – a group of students who do not constitute an Approved Student Group, but are engaged in activity sponsored by a Bucknell Department

Deductible Charitable Contribution – the value of a gift or a donation to an Exempt Charitable Organization that is in excess of the value of any goods or services received by the donor in exchange for the gift or donation

Exempt Charitable Organization – a charitable organization that is recognized as such under Internal Revenue Code section 501(c)(3).

Charitable Project, Service, or Cause – an activity for the benefit of an Exempt Charitable Organization.

Sales and Fundraising Activity

All sales and fundraising activity must comply with (1) this policy; (2) other University policies applicable to faculty, staff and students; and (3) federal, state and local law. The Events Management Office, in consultation with appropriate University offices, may prohibit sales or fundraising activity deemed to be inconsistent with the University's mission. Such decisions are final.

Use of the University's name, seal or trademarks in a product or promotion must be pre-approved by appropriate University officials, through the Events Management Office.

Sale of certain products and services will be declined if approval would violate the terms of a contract between the University and any third-party vendor, for example Barnes & Noble and Parkhurst Dining Services. Barnes & Noble at Bucknell University has exclusive rights to sell certain services and goods, including but not limited to books, graduation announcements, and clothing bearing a Bucknell emblem, logo, insignia, or other identifying mark. Dining Services has exclusive food and beverage distribution rights for Bucknell University both on and off campus; therefore, all food and beverage distributed on campus must be provided or approved by Dining Services and adhere to the Bucknell Food Policy found [here](#).

Sales or disposal of University-owned equipment or property, including any property obtained through sponsored research activity, is prohibited unless facilitated by Procurement Services. Generally, proceeds from this type of sale revert back to the University.

Money collected for sales, fundraising, etc should never be deposited into a personal or private banking account. Organizations are prohibited from accepting money via Paypal, Venmo, Square, GoFundMe or any other method which requires funds to flow through personal or private bank accounts or third party crowdsourcing sites.

The sale of a product or service not addressed below, including for profit commercial activity, is prohibited, except within a contractual relationship with the University. The sale of any goods, services, or fundraising activity for personal profit (excluding sales of personal items through the classified section of the Bucknell Message Center) is prohibited. Use of University resources, including the Message Center, to promote the goods or services of third parties or for personal profit is prohibited.

Independent contractors, including student run business and other third parties are only allowed to sell goods and services within a contractual relationship with the University. Use of University's marks in a product or promotion is prohibited unless approved by the Office of General Counsel through the Events Management Office.

Restrictions on Publications, Promotions / Materials, and Use of Bucknell Resources

The following restrictions apply to all sales, fundraising, and promotional activities:

All publications and materials, such as handouts, flyers, posters, chalk talk, and other advertisements intended for use to promote the sale or fundraising activity or community service must be approved by the Events Management Office and/or Campus Activities prior to the event.

Use of University owned facilities and other property, such as conference rooms, classrooms, laboratories, residence halls and common areas, open boards, clip stands, and chalk talk for the purpose of sales and fundraising is prohibited unless approved and reserved in advance through the Events Management Office.

Use of University web domain, email, telephone, student on-campus mailing address, or University mailing address is prohibited unless approved in advance by the Events Management Office.

Locations and times to all sales, fundraising, and promotional activities must be approved in advance by the Events Management Office.

Utilization of Bucknell departments, such as the Office of Publications, Print and Mail, Library Media Services, Outdoor Programs, Events Management, or other Bucknell department to provide services or rentals for the purpose of sales or fundraising activities may be subject to sales or use tax, depending on the tax status of the individual or group or its affiliation with Bucknell or whether the activity is to fulfill an academic requirement.

Individuals or Groups may use the Message Center only as permitted in the Message Center Guidelines.

Any event involving an entry fee, prize, and chance may fall under the legal definition of gaming, which is regulated by state and local law. Such activity is prohibited unless approved in advance of the event by the Events Management Office, which will work in consultation with appropriate University offices.

Use of any of the University's marks in a product or promotion must be approved by the Events Management Office, in coordination with the appropriate University offices.

All Monetary exchanges must be in compliance with the University's E-Commerce and Cash Handling policies found [here](#).

Recommendations or implied endorsements of an individual or business who is unaffiliated with Bucknell University and who is not a beneficiary of an approved activity set forth in this policy are prohibited. An individual or business, however, may be acknowledged for sponsoring a Bucknell University event or activity.

Individual Students

Individual students may conduct sales, fundraising or promotional activity on campus provided the activity fulfills a requirement for an academic course or program. Individual students may also conduct sales, fundraising, or promotional activity on campus provided the activity arises from participation in community service and service-learning opportunities through the Office of Civic Engagement.

Students may sell personal items through Bucknell University's on-line Message Center. Sales must be consistent with Message Center guidelines.

Allowed	Prohibited
<ul style="list-style-type: none">• Sales of goods/services or fundraising to complete academic requirements (i.e. MGMT101)• Participation in community service and service learning through the Office of Civic Engagement• Sale of personal items (excluding services) through the classified section of the Bucknell Message Center, consistent with Message Center guidelines• Sales of goods/services within a contractual relationship with the University	<ul style="list-style-type: none">• Use of the University's marks in a product or promotion not approved by the Office of General Counsel through the Events Management Office• Any good/service/fundraising activity that violates other University policies, the Code of Conduct, or federal, state or local laws• Any goods/services/fundraising activity for personal profit (excluding sales of personal items through the classified section of the Bucknell Message Center)• Use of University resources, including the Message Center, to promote the goods or services of third-parties• Sales of goods/services or fundraising to raise funds for a charitable project, service, or cause, unless as a participant with an Approved Student Group or Department-sponsored Student Group

Individual Faculty and Staff

If a faculty or staff member is enrolled in a class and is required to engage in a sale or fundraising activity in order to complete a course assignment, he or she will be classified as a student for that activity and will be subject to this policy's restrictions applicable to students. If a faculty or staff member is selling a product on behalf of a department or program, that individual is considered a representative of that department or program and such activity will be subject to this policy's restrictions applicable to departments and programs. Faculty or staff members may also conduct sales, fundraising, or promotional activity on campus provided the activity arises from participation in community service and service-learning opportunities through the office of Civic Engagement.

Faculty and staff members may also sell personal items through Bucknell University's on-line Message Center. Sales must be consistent with Message Center guidelines.

Allowed	Prohibited
<ul style="list-style-type: none">• Sale of personal items (excluding services) through the classified section of the Bucknell Message Center, consistent with Message Center guidelines• Sales of goods/services within a contractual relationship with the University• Participation in community service and service learning through the Office of Civic Engagement.	<ul style="list-style-type: none">• Use of the University's marks in a product or promotion not approved by the Office of General Counsel through the Events Management Office• Any good/service/fundraising activity that violates other University policies, the Code of Conduct, or federal, state or local laws• Use of University resources, including the Message Center, to promote the goods or services of third-parties• Sales of goods/services or fundraising to raise funds for a charitable project, service, or cause unless as a participant with a Department or Program

Approved Student Groups

Approved Student Groups may conduct sales, offer services, or fundraise, provided the activities and the promotional efforts thereof are in accordance with the University mission. Student organizations may not rely on the university's tax exempt status in organizing or operating such an event and shall in no way imply that the University endorses the event. Fundraisers to solicit monetary support for operational expenses or organizational activities are not tax deductible to the donor.

Approved Student Groups may also conduct sales or fundraising on campus provided the activity arises from participation in community service and service-learning opportunities through the office of Civic Engagement or is conducted in partnership with a tax-exempt charitable, educational, or religious organization as defined under the Internal Revenue Code section 501(c)(3) and such organization is not in conflict with the University mission.

Fundraising to support philanthropic or charitable projects external to the University is allowed when the proceeds are remitted to a tax-exempt charitable, educational, or religious organization as defined under the Internal Revenue Code section 501(c)(3). Amounts remitted to the Charitable Organization must be limited to those funds raised through the fundraising activity, and may not include any University budgeted funds, student activity or other fees, or other University revenues.

No student or recognized student organization may propose, request or enter into a contract or agreement that obligates the University (including a recognized student organization funded by or operating in the name of the University) to take or permit any action, or commits any University funds. This includes fundraising in Bucknell's name in partnership with any entity, without the written approval of the University. Additionally, no recognized student organization, including fraternity and sorority chapters recognized at Bucknell, may solicit support from Lewisburg businesses and/or the Lewisburg Downtown Partnership without approval through the Office of Events Management, allowing the University to avoid multiple contemporaneous requests of the same entity, coordinate efforts, and ensure there is no conflict with existing University commitments/agreements.

To the extent that an approved student organization is affiliated with an external organization, only the local approved student organization is permitted to engage in sales, fundraising and promotions on campus or using Bucknell resources, and only as permitted under this policy.

(See next page for summary.)

Allowed	Prohibited
<ul style="list-style-type: none"> • Sales of goods/services or fundraising to raise money for a charitable project, service, or cause; plans for such activities must be approved by the Office of Events Management • Selling of printed or online subscriptions or advertisements in journals, yearbooks, magazines, or blogs created by the Department or Program for academic purposes • Participation in community service and service learning through the Office of Civic Engagement • Sales of goods/services or fundraising to raise money for operating expenses; plans for such activities must be approved by the Office of Events Management 	<ul style="list-style-type: none"> • Use of the University's marks in a product or promotion not approved by the Office of General Counsel through the Events Management Office • Any good/service/fundraising activity that violates other University policies, the Code of Conduct, or federal, state or local laws • Contributions to charitable organizations with university funds, assets, or resources without prior approval from the Office of Events Management

Departments and Programs

A department or program may sell a product or by-product that was built, cultivated, or developed as part of the curriculum of an academic program provided it has been vetted and approved by the Provost and the Associate Vice President of Finance, in consultation with the General Counsel, as appropriate, to raise money for operating expenses.

Internal fundraising to support the programmatic needs of the department or program is allowed only if coordinated with University Advancement, in an effort to avoid duplicating or conflicting efforts.

Fundraising to support philanthropic or charitable projects external to the University is allowed when the proceeds are remitted to a tax-exempt charitable, educational, or religious organization as defined under the Internal Revenue Code section 501(c)(3). Amounts remitted to the Charitable Organization must be limited to those funds raised through the fundraising activity, and may not include any University budgeted funds, student activity or other fees, or other University revenues.

Allowed	Prohibited
<ul style="list-style-type: none">• Sale of products or by-products of the Department or Program, provided they have been vetted and approved by the Provost and the Associate Vice President of Finance, in consultation with the General Counsel, as appropriate, to raise money for operating expenses• Subscriptions to or advertisements in journals, yearbooks, magazines, or blogs created by the Department or Program for academic purposes• Sales of goods/services or fundraising to raise funds for a charitable project, service, or cause; plans for such activities must be approved by the Office of Events Management	<ul style="list-style-type: none">• Use of the University's marks in a product or promotion not approved by the Office of General Counsel through the Events Management Office• Any good/service/fundraising activity that violates other University policies, the Code of Conduct, or federal, state or local laws• Any equipment sales outside the purview of Procurement Services• Fundraising with donors outside the purview of Development and Alumni Relations• Contributions to charitable organizations with university funds, assets, or resources without prior approval from Associate Vice President of Finance through the Events Management Office

Varsity and Club Varsity Athletic Teams

Varsity and club varsity athletic teams may conduct sales of athletic equipment or gear provided that the merchandise resulted from surplus equipment or gear available for athletes' use throughout the academic year. Proceeds from these sales may revert back to the team in support of its operating expenses or organizational activities. Sales of such equipment or gear must be approved by the Deputy Director of Athletics.

To avoid duplication of or conflicting efforts in donor relations, internal fundraising to support the programmatic needs of the varsity or club varsity athletic team is allowed only if coordinated with University Advancement.

Varsity and club varsity athletic teams may also conduct sales or fundraising on campus provided the activity arises from participation in community service and service-learning opportunities through the office of Civic Engagement or independent of the office of Civic Engagement provided the beneficiary of the community service effort is organized as a tax-exempt charitable, educational, or religious organization as defined under the Internal Revenue Code section 501(c)(3) and such organization is not in conflict with the University mission.

Allowed	Prohibited
<ul style="list-style-type: none">• Sales of goods/services or fundraising to raise funds for a charitable project, service, or cause; plans for such activities must be approved by Athletics and/or the Events Management Office• Fundraising in collaboration with University Advancement• Sales of surplus merchandise or fundraising to raise money for operating expenses; plans for such activities must be approved by the Deputy Director of Athletics• Participation in community service and service learning through the Office of Civic Engagement or the Department of Athletics and Recreation Services	<ul style="list-style-type: none">• Use of the University's marks in a product or promotion not approved by the Office of General Counsel through the Events Management Office• Any good/service/fundraising activity that violates other University policies, the Code of Conduct, or federal, state or local laws