

# Brandeis

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BRANDEIS NATIONAL  
COMMITTEE

## Handbook for Chapter Presidents

2019-2020

# Mission Statement

Brandeis National Committee is dedicated to providing philanthropic support to Brandeis University, a distinguished liberal arts and research university founded by the American Jewish community. Its membership is connected to the University through fundraising and through activities that reflect the values on which the University was founded: academic excellence, social justice, non-sectarianism and service to the community.

July 2019

Dear Chapter President,

This handbook has been developed as a guideline to assist you in leading your chapter.

We realize that all chapters do not necessarily fit into a single mold. It is quite all right to have a different leadership format, providing that it complies with the standards of the BNC. The national officers and national center staff are ready to answer any leadership questions or concerns you may have. We are just an email or phone call away.

We truly appreciate your commitment to the BNC and Brandeis University. On behalf of the BNC leadership, I thank you for your volunteerism and support.

With warm regards,

A handwritten signature in cursive script that reads "Madalyn".

Madalyn Friedberg  
National President

212-247-8475

[madalyn@friedberg.org](mailto:madalyn@friedberg.org)

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## National Officers 2019 - 2020

Madalyn Friedberg	212-247-8475 <a href="mailto:Madalyn@friedberg.org">Madalyn@friedberg.org</a>	President
Carol Abrams	480-948-1717 <a href="mailto:abrams.carol@gmail.com">abrams.carol@gmail.com</a>	VP
Ruth Bender	781-259-3454 <a href="mailto:ruthbender20@gmail.com">ruthbender20@gmail.com</a>	VP
Merle Carrus	603-490-1957 <a href="mailto:merlesoffice@gmail.com">merlesoffice@gmail.com</a>	VP
Ronald Levy	617-964-6740 <a href="mailto:ronlevy@comcast.net">ronlevy@comcast.net</a>	VP
Nancy Lightman	617-964-7537 <a href="mailto:Nancy.lightman@rcn.com">Nancy.lightman@rcn.com</a>	VP

# Region Presidents Team 2019-2020

	Telephone	E-mail
<b>Florida</b> Elaine Bloom	561-865-1472	<a href="mailto:nannielaine@aol.com">nannielaine@aol.com</a>
<b>Mid-Atlantic</b> Tina Levine	301-340-8523	<a href="mailto:je.tklevine@verizon.net">je.tklevine@verizon.net</a>
<b>New England</b> Merle Carrus	603-490-1957	<a href="mailto:merlesoffice@gmail.com">merlesoffice@gmail.com</a>
<b>New York, Southern Connecticut</b> TBD		
<b>New Jersey</b> Barbara Lavine Claire Heller	609-468-6483 609-642-6188	<a href="mailto:barblavine@comcast.net">barblavine@comcast.net</a> <a href="mailto:taubesa@gmail.com">taubesa@gmail.com</a>
<b>Western</b> TBD		

# Brandeis

BRANDEIS NATIONAL  
COMMITTEE

## Staff List

Lower Campus, Bernstein-Marcus PO Box 549110 MS 132 Waltham, MA 02454  
781-736-7588 Fax: 781-736-4118 [bnc@brandeis.edu](mailto:bnc@brandeis.edu) www.brandeis.edu/bnc

For donations to *Book Fund* call our toll free number: 1-888-862-8692

Office Hours: Monday – Friday 8:30 am — 4:30 pm

Contact for:	Name and Title	Phone Number	E-mail address
Executive Director	Beth Bernstein, MA '90	781-736-4190	bernstein@brandeis.edu
Membership Specialist	Dania Khandaker	781-736-4171	dkhandaker@brandeis.edu
Accountant	Tom Hutchings	781-736-4166	tomhutch@brandeis.edu
Program Coordinator	Alex Glomset	781-736-4218	glomset@brandeis.edu

# President

The following outlines major responsibilities of a Chapter President and the resources available to assist you. In addition to the resources noted below, please be sure to consult with past presidents and officers at the beginning of your term. Utilize any national board member, region officer, region committee member, and Leadership Council member who may be a member of your chapter. They all bring valuable skills, resources, and counsel.

## I. Responsibilities

- Preside at all official meetings of the membership and board. Be conversant with current developments at Brandeis and share information provided by the national center and other sources.
- Provide the National Center with your board roster and send notification of any changes during the year(s).
- Encourage your members in the following:
  - Be knowledgeable about the BNC and the University and further their objectives
  - Be conversant about current developments at Brandeis University
  - Know and support the BNC Mission
  - Know about chapter projects, plans, and goals
  - Attend and support chapter events
  - Attend board meetings, arrive on time, and stay until adjournment
  - Maintain a positive attitude by offering assistance as needed
  - Encourage new members to participate in chapter activities
  - Accept appointment to project committees
  - When making a report, provide a duplicate copy for recording secretary
  - Be a “voice” in the community: provide information, answer questions
- Provide direction for achieving chapter goals by enlisting the support of your board of directors and committee chairs
- Inspire, mentor, and develop future leadership on your board and in the general membership by sharing responsibility and encouraging active participation. See job descriptions
- Be a liaison between your chapter, your region, and the national organization
- Encourage active participation of your chapter in region programs, at region meetings, and at national conference and training programs
- As Chapter President, you have the privilege and responsibility to represent the BNC and Brandeis University in your community

## Region

- ✓ Regions provide continuing guidance and support for leadership, programming, and membership. Consult your region president with questions, problems, ideas
- ✓ Attend region meetings and conferences to network with your peers, participate in additional training, and receive inspiration and information



## National

- ✓ The National Center provides professional assistance and materials to all chapter personnel in the performance of their responsibilities

## II. Board Role and Responsibilities

The cooperation of all members of the Board is essential in carrying out the programs of the chapter and the mission of Brandeis National Committee. The following represents a sample board composition. Because you know best what the the needs of your chapter are, you might find it unnecessary to fill every position that is included in this handbook.

### Board Officers

President or Presidium  
Vice President(s)  
Chapter Treasurer(s)  
Financial Secretary(s)  
Corresponding Secretary(s)  
Recording Secretary(s)  
Chapter Information Officer(s) (CIO)

### Chairs & Committees

Membership (*multiple chairs*)  
Book Fund  
Book Sales/Book Store  
Special Event and/or Projects  
Fundraising (*multiple chairs*)

## III. Chapter Goals and Awards

Each year, you will receive your chapter's financial and membership goals for the fiscal year. Achievement of your goals will qualify your chapter for prestigious awards.

## IV. Informational Resources

There are several resources with information to draw from to educate and inspire members. (see Appendix)

# Vice Presidents

Your president will look to you to share and divide the leadership responsibilities of your chapter. You will be asked to supervise and coordinate a number of specific chapter projects and act as the liaison between the chairs and the president.

## Responsibilities

- Assist the president in chapter administration and formulation of plans for chapter activities and events
- Perform duties of the president, if necessary, according to chapter bylaws
- Supervise and assist your chairs in:
  - organizing committees
  - planning and executing chapter projects
  - planning and conducting project workshops
- Know national material and help your chairs use it effectively
- Contact your chairs periodically to insure fulfillment their responsibilities by analyzing progress and discussing methods for improvement
- Work with other vice presidents when joint planning and action are required
- Facilitate smooth transition at the close of your term by orienting incoming vice presidents

# Treasurer

The responsibilities of the Chapter Treasurer can be found in the Treasurer's Handbook posted on our website, [www.brandeis.edu/bnc](http://www.brandeis.edu/bnc), under "Member Resources."

# Corresponding Secretary

You have the responsibility of receiving and acknowledging correspondence in consultation with your president.

## Responsibilities

- Send notices of board meetings, special, and general membership meetings, unless otherwise provided. Please use e-mail whenever possible
- Prepare correspondence as requested by the president and board
- Read pertinent current correspondence at meetings, and maintain an accurate and accessible file

# Recording Secretary

You have the responsibility for recording the official account of your chapter's administration.

## Responsibilities

- Keep attendance records at board meetings and take minutes clearly, concisely and accurately at all board, advisory, and general membership meetings
- Send a copy of the minutes, with name of chapter typed at top of page, to the chapter president, the region president, and the National Center as soon as possible after each meeting. The use of email is preferred
- Keep minutes in a permanent record book, with separate notations of motions passed, amendments to bylaws, and changes to chapter policies
- Read minutes of previous meeting and record corrections

At the close of your term of office, turn over all records to incoming recording secretary. These constitute the permanent official archives of the chapter and must be in the possession of the incumbent recording secretary.

# Chapter Information Officer

Chapter Information Officers (CIOs) browse the BNC and Brandeis websites for pertinent information and share it with their chapter members, including the president and bulletin chair, for inclusion in chapter updates.

## Responsibilities

- Be computer literate
- Visit often the websites listed in the Appendix under Informational Resources to find interesting and pertinent information about BNC and Brandeis University
- Share the information to members of your chapter at board meetings, general meetings, and study groups
- Prepare a short summary for your bulletin chair so that it will appear in the next issue
- Share chapter information with the National Center by submitting details about upcoming events on our website, and sharing event photos for our website and Facebook Page
- Collect chapter email addresses and share them with the National Center to help us “go green” and share important BNC updates

# Giving Opportunities

## How You and Your Chapter Can Help Fulfill the BNC Mission

Supporting Brandeis University – our fundraising is accomplished in different ways

## Annual Funds

### Magnify the Mind Campaign: Advancing Neuroscience Research

- **July 1, 2018 – June 30, 2019.**
- Donations towards purchase of \$500,000 two photon resonance microscope

## Library Funds

- **Book Fund** - gifts range from \$5 and above
  - Library Collection – Gifts of \$7,500 and above can be designated as a Library Collection in the academic area of the donor's choice. These gifts are recognized with a bronze plaque on a stack in the Library.
- **Library Technology** – Donations provide the hardware and software to use technology to deliver information.
- **Library Work Scholar** – Funds the salaries of students working in the Brandeis libraries as part of their financial aid package.

## Other Endowed Funds

Gifts to endowed funds are invested and only the interest earned is used for the purpose of the fund. In addition to supporting the Brandeis University libraries, the chapter may raise funds for research and/or scholarships.

- ***BNC Scholarship Fund***

Brandeis is committed to ensuring that it meets the financial needs of its students. Endowed scholarship funds, which provide a consistent and dependable funding source. This two year campaign ends June of 2017.
- ***Sustaining the Mind: Scientific Research and Scholarships Fund***

This endowed fund supports research in neurological and neurodegenerative diseases.

The initiative also funds scholarships for students in the sciences. These funds can help transform the lives of talented but needy students. Gifts of \$50,000 and above (payable over a period of 3-5 years) will bear the name of the donor or the honoree. Donors of \$1,000 and above will be recognized as Sustainers of the campaign, and their names will be listed on the BNC's campaign website.

## Library Funds - Endowed

- **Journal Guarantor** - Donations (minimum \$500) to this fund help purchase important journal subscriptions and may be designated for the Humanities, Science or Judaica. Gifts of \$3,000 and above are recognized annually with a note to the donor or honoree.
- **Library Technology Endowed** - supports the technology needs of the Library.
- **Library Work Scholar Endowed** - funds the salaries of students working in the Library.

# Giving Opportunities

## Continued

### Forms of Fundraising

- **Chapter Events** – Designations for fundraising should be established before an event is advertised. Donors need to know what their gifts/proceeds of event will be supporting.
- **Individual Gifts** – Chapters are asked to encourage individuals to make gifts for the designation they wish.
- **Planned Gifts and Bequests** - Includes gifts made through Bequests, the Brandeis Pooled Income Fund, Annuity agreements, and charitable trusts. For details, a brochure, or personal consultation, call Beth Bernstein at 781-736-4190.

### Donor Recognition

In addition to recognition that is specific to the individual fund, all donors of \$5,000 and above (in a single fiscal year) are recognized on the Brandeis National Committee's Tribute Wall, a focal point in the main library's foyer.

The Justice Brandeis Society is a leadership-giving society that recognizes distinguished alumni, parents, and friends who make gifts of \$1,000 or more to Brandeis during a fiscal year (July 1 through June 30). Members of JBS are invited to special lectures, receptions and gatherings throughout the year.

### How to Make a Gift

Gifts can be made by check, charged to a MasterCard, VISA, or American Express credit card, or with appreciable stock. Call Dania Khandaker at 781-736-4171.

Gifts can also be made online at <http://giving.brandeis.edu/bnc>

# Fundraising Events Chair

Your chapter's special event or project is important. It fulfills our philanthropic mission to support Brandeis University. It also projects the image of your chapter and the University in your community. When planned well, a major event or project can attract widespread interest and prospective members and will go a long way toward achieving your chapter's financial goal for the year.

## Responsibilities

For more information, please refer to the Handbook for Special Events/Projects on our website under Member Resources.

Make your plans early. Charge enough to make the project worthwhile!

- Develop an event budget in consultation with your chapter president and treasurer
- **Pricing – PRICE TO MAKE A PROFIT!**  
Have more than one ticket price, e.g., patron, angel  
Augment your profits. Examples: sell Book Fund items; have an ad/tribute book

## Start-up Costs

- Consider carefully the project costs, as well as the NET result the project can achieve
- Include printing, mailing, publicity, theater tickets, deposits on space or services
- Enlist the support of a large committee and the entire executive board
- Forward all contracts and insurance requests to the National Center
- Chapter officers are not authorized signers for facility agreements

## Event Receipts

In the Appendix under Tax Information, please read about providing receipts for special events/projects

It is a chapter responsibility to issue all receipts in connection with an event

- a. Only you know the valuation of the goods and services
- b. Use the event receipt provided by national
- c. It is in our interest as a fundraising organization to ensure that our donors are appropriately receipted in order to claim tax deductions for charitable gifts

## Completion of Event

Work with chapter Treasurer to complete Special Event Financial Report in order to send profit to the National Center



# Fundraising Events Chair

## Continued

- Sweepstakes and Raffles

The University has determined that the use of sweepstakes and raffles by BNC chapters is no longer possible

- Silent Auctions

Silent Auctions, unlike Raffles or other games of chance, are not considered to be gambling. The Brandeis National Committee chapters may conduct Silent Auctions in conjunction with their fundraising events. See Guidelines for the Conduct of Chapter Activities in Appendix

- Chapter Travel

Information on developing a chapter travel program is included in the Appendix. If your chapter decides to travel and fundraise, please contact Beth Bernstein in the National Center, [bernstein@brandeis.edu](mailto:bernstein@brandeis.edu), concerning mail, tax, and liability requirements

## Book Fund Chair

### Responsibilities

- Use the supplies and materials available from the National Center
- Recruit members to promote Book Fund and stationery items. Whenever possible, call on members who are computer literate, since bookplates produced on the computer are clearer than those typewritten. The National Center will provide instructions on request
- Have Book Fund materials available at all meetings and study groups
- Acknowledge contributions to donors and recipients promptly and attractively. Gifts of \$1,000 or more are acknowledged by the National Center upon notification
- Send all receipts and monies to chapter treasurer monthly, or they can be sent directly to the National Center
  - a. Each receipt should include the donor's name, address, and designation. Contributions of \$75 or more should not be deposited. They should be sent directly to the National Center
- To promote the use of Book Fund, provide a list of contributors for your chapter bulletin
- Orient incoming chair and turn over all records and materials

- Publicize the toll-free number for ordering Book Fund from National: **888-862-8692**
  - a. The donor will be assured of a timely response to his/her order at those times when h/she is unable to contact your chapter representatives, and will be able to use a credit card to charge the Book Fund order(s)
  - b. Your chapter will receive full credit

## **Planned Giving Chair**

### **(Wills and Bequests)**

Planned Giving provides a financial benefit to the donor as well as to the Brandeis libraries. Planned gifts afford the donor varied opportunities for giving to Brandeis and receiving income for his/her life and the life of a beneficiary if desired. All Planned Giving donors become members of the University's prestigious Sachar Legacy Circle.

### **Responsibilities**

- Publicize in each issue of your chapter bulletin the importance of remembering the University or its libraries in one's will, and information on Charitable Gift Annuities. Ads are available from the National Center
- Refer all inquiries for any further information to the National Center
  - a. Interested members will be contacted by the National Center and/or the Brandeis Development Office for a confidential consultation
- All probate documents should be directed to the National Center for review by University Counsel. Chapter officers are not authorized signatories for the BNC or the University

# Bulletin Chair

The chapter bulletin is the first line of communication with your BNC community. It is the vehicle to attract attention to your activities and to promote programs and study groups. Your chapter bulletin gives members an insight into the quality and vitality of your chapter programming. Your role is vital.

## Responsibilities

Include material about Brandeis University. Check with your Chapter Information Officer (CIO) about possible inclusions. Check with your chapter president to see if an item in *Connections* needs to be included. There are several resources with information to draw from to educate and inspire members. (see Appendix under Informational Resources)

- In at least one bulletin, include a complete list of board members, with e-mail addresses and telephone numbers. Don't forget to include the bulletin editor
- Always add area codes to telephone numbers
- A message from your chapter president(s) should appear in the early pages

## Bulletin Banner

The front page of your bulletin has a masthead section at the top that displays the BNC and chapter logo available from the National Center.

- Be sure to add the month, year, and issue number under the banner. You can also include the president's name, phone number, and e-mail here if you choose

## The Back Page/Label Page

- This page must include the return address:  
Brandeis National Committee  
Chapter name  
Home address of bulletin editor
- The non-profit indicia must appear on right-side corner
- This is also a good place for the BNC mission statement

As a part of Brandeis University, your chapter has non-profit status. Check with your local post office for bulk mailing requirements.

### \* Tips

- A visiting Brandeis professor is a highlight of chapter programming. Please make sure to advertise your University on Wheels (UOW) event prominently in your bulletin, on the front page if possible
- Make sure you include contact information with all of your events
- When placing an ad/information for an overnight trip, make sure you include the Travel Responsibility Statement, available from the National Center

# Bylaws Chair

It is beneficial for chapters to adopt and be governed by their own bylaws. They should accommodate The Rules of Association that govern the Brandeis National Committee. (see Appendix)

(See Model for Chapter Bylaws on our website, [www.brandeis.edu/bnc](http://www.brandeis.edu/bnc), under “Member Resources.”)

## Responsibilities

- Make certain your bylaws reflect any changes made in BNC’s Rules of Association
- Prepare amendments to your bylaws whenever deemed necessary
  - a. Present amendments to your chapter for adoption in accordance with the provisions of your bylaws

# Membership Chair

Membership is vital to the continued success of the Brandeis National Committee (BNC). A personal touch makes the difference in building and retaining your chapter’s members. Everyone involved in membership should create a welcoming and positive experience at each event.

Depending on your chapter’s size, build a membership team to help achieve your goals and to connect with new and continuing members. Chapters have created the following chairs: annual membership, renewal/retention, and orientation. See membership handbook.

# Nominating Committee Chair

## Responsibilities

### In the Fall

- Meet with your president and parliamentarian *prior* to first committee meeting to discuss vacancies and term limits. (See March/April text below regarding term limits)  
At board meeting, request recommendations from the board and Study Group leaders and distribute a Recommendation form (see form in Appendix).

### December/January

- Mail forms to board and Study Group leaders not present; plan to insert forms in bulletin
- At board meeting, review vacancies
  - a. Re-election is not automatic; candidate must be included on the Recommendation Form

### January/February – Agenda for Nominating Committee Meeting(s)

- Only elected committee members may be present; a chapter president is not an ex officio member
- Criteria for discussion – Confidentiality; Objectivity
- Criteria for selection – Job description; Qualifications; Past performance
- Slate: President; other officers; Directors; Nominating Committee for next fiscal year

- Assign committee to call prospective nominees; describe positions and responsibilities, including required attendance at board meetings; schedule return calls

### **March/April – Report to Board and Membership**

- Present proposed slate according to chapter bylaws (no vote).
- Slate will consist of a candidate(s) for each board position, including the chair(s) and members of the Nominating Committee, Chapter President(s), Vice President(s) for portfolios, Treasurer(s), and other officers, in accordance with any existing term limits. When term limits are first incorporated, they will not apply to those currently serving. If they wish to do so, they can remain in the same position(s) for an additional term, and the committee will not nominate an additional candidate(s) from the floor for their positions.
- a. Mail to members with notice of annual meeting  
b. Submit copy to bulletin editor for inclusion in spring bulletin  
c. Present slate at annual meeting

### **May/June – Presentation of slate at Annual Meeting**

- The president calls on the Chair of the Nominating Committee for its report
  - a. “The duly elected Nominating Committee (read names) presents the following slate of officers” (Start with president, then officers, board, and Nominating Committee)  
“I move the adoption of this slate.”
- President calls for nominations from the floor; makes motion that nominations be closed and that secretary be instructed to cast one ballot for slate as presented by Nominating Committee.  
Motion to be seconded
- Vote

Facilitate smooth transition at the close of your responsibilities by orienting incoming chair.

## **Program Chair**

You have been given this responsibility because you are imaginative and fully realize that enthusiasm for Brandeis University and the Brandeis National Committee (BNC) will be maintained through your programming. Your committee should be a large one, composed of some people who are creative with original ideas, and some who can follow through on details so that a good plan is executed successfully.

Many members participate in events that require physical activity such as biking, hiking, yoga, and skiing. These kinds of activities involve a certain amount of risk. In these cases, there is a separate [Acknowledgement of Risk and Release Agreement - Physical Activities Form](#) for the participants to sign. (see form in Appendix) The form is just a sample form. Please individualize it for each particular program. It is important to have these forms completed and that you keep them on file for the year.

### **Responsibilities**

- Familiarize yourself with the materials available from the National Center
- Include at least one event with a representative from Brandeis and/or the BNC. For example, a professor, student, alum, administrator, or BNC speaker
- Pursue a vigorous study group or special interest program that includes the use of Brandeis faculty-authored materials

- Provide outside speakers with information and material relating to Brandeis and the role and purpose of the BNC
- Include costs of program in your budget
- Orient incoming chair

Chapters are asked to avoid scheduling a study group or special program that is likely to serve as a forum for the solicitation of business by the speaker or facilitator. For instance, financial consultants and others in the field of financial services may offer to conduct a workshop at no charge. However, because it is common practice of this industry to use such opportunities to solicit business, your chapter should not accept such offers. Sponsorship of such a workshop may imply endorsement that could lead to liability problems.

## Public Relations - Publicity Chair

Your chapter publicity is the means of communication to the entire community, and it is through use of all media that your chapter image is projected. A committee to share responsibilities is recommended.

### Responsibilities

Be knowledgeable about Brandeis University and the Brandeis National Committee, especially current developments; the role and relationship of the BNC to the University, and its purpose and objectives. Read national materials and check the following BNC and University websites regularly for up-to-date news:

The BNC Website

[www.brandeis.edu/bnc](http://www.brandeis.edu/bnc)

The BNC Facebook Page

[www.facebook.com/BrandeisNationalCommittee](http://www.facebook.com/BrandeisNationalCommittee)

The Brandeis University Website

[www.brandeis.edu](http://www.brandeis.edu)

BrandeisNOW

[www.brandeis.edu/now](http://www.brandeis.edu/now)

- Check with your CIO to coordinate Brandeis news
- Meet with your committee to discuss:
  - a. Personal contacts with key newspaper personnel (city editor, society page)
  - b. Possible radio or television interviews or announcements (community service time is available), and how to make these interesting and significant
  - c. Newspaper protocol: how copy should be submitted; size and type of pictures; timing, cost, etc.
  - d. Assign one member to each newspaper, station, or channel
- Send invitations for chapter meetings and functions to mass media personnel (as guests) and arrange for appropriate welcome, introductions, etc.
- Send information on newsworthy chapter events to the National Center via our website for publication online and/or in print
- A brief description of Brandeis University and the BNC (available from the National Center) should be included at the conclusion of every press release and story about Brandeis

- Let the National Center know if your chapter has been featured in any print or online publications in your local community or nationally
- Orient incoming chair and transfer all pertinent materials and information (especially names of communications personnel)

## Appendix

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## Guidelines for the Conduct of Chapter Activities

*Please share the following information with anyone in your chapter who manages or arranges activities. These include programs, special events, and study groups.*

Brandeis National Committee chapters conduct many excellent activities to raise money and provide inspiration and a connection to Brandeis University. All of our activities carry the name of Brandeis, are a reflection of the University and the Brandeis National Committee, and should serve to enhance the reputation of both. In order to maintain our reputation, specific BNC guidelines have been developed to serve as a helpful tool in planning your activities. The creativity of our chapters is always simply amazing, and we are confident that as you continue with your superb programming, you will at the same time adhere to these standards.

### **I. Activities that fulfill the BNC fundraising mission or bring inspiration and connection should continue and serve as models.**

- These activities include Book and Author, Book Sales, Fashion Shows, Film Festivals, Lectures, Luncheons, Membership Teas, Showcase Meetings, Study Groups, especially those using Brandeis-authored materials, and *University on Wheels* Programs. Activities might also include day or overnight trips to museums, historical sites, and educational sessions.

### **Contracts**

- Many activities involve vendors such as bus companies, restaurants, libraries, hotels, temples, theaters, country clubs, and museums. These activities require contracts. Contracts should be sent directly to the National Center via fax (781-736-4183), e-mail, or by U.S. mail for review and signed approval. All contracts should bear either the full name of our organization or its abbreviation as the group, i.e., either Brandeis National Committee or BNC. Approximations such as “Brandeis” or “Brandeis Group” should not be used.
- Contracts that are fairly standard can be signed and returned to you within a week. Others might require review by the University, a two-three week process. Leases fall into this category, as well as contracts that contain language concerning liability that does not comply with Brandeis University policy.

**Please note:** In no instance may a BNC member sign a contract on behalf of a chapter. The reason is two-fold — it is for the protection of the University; it also ensures that our chapters and members are fully covered, and that individual members are not held personally liable.



# Guidelines for the Conduct of Chapter Activities

## Continued

### Pleasure Cruises

- Cruises provide inspiration and connection for BNC members. You will not need to send contracts for cruises to the National Center for approval. Instead, each cruise participant will contract individually with the travel agent. Please remember that no member should sign a cruise contract - or any other kind of contract - on behalf of the chapter.
- You should let Beth Bernstein in the National Center know of the cruise as soon as possible, and provide her with liability information. Beth will supply you with a Travel Responsibility Statement, and cruise participants will need to sign a Conditions of Participation/Release of Liability Form (see sample forms in Appendix). She will also help with the statement that you will need to include in your promotional materials soliciting a voluntary contribution to BNC. Call Beth at 781-736-4190 or e-mail [bernstein@brandeis.edu](mailto:bernstein@brandeis.edu)

### Bus Day Trips

- In addition to the vendor's contract, a chapter will need to provide the National Center with the following two items:
  - a current copy of the transportation company's certificate of liability insurance
  - a copy of our Bus Agreement completed and signed by the company (see form in Appendix).

### Overnight Trips

See section on Chapter Travel.

### Silent Auctions

- Silent Auctions, unlike Raffles or other games of chance, are not considered to be gambling. The Brandeis National Committee chapters may conduct Silent Auctions in conjunction with their fundraising events according to the attached guidelines.

## **II. Activities that compromise the University's reputation, or that are in conflict with state laws, present significant legal risks, or violate University policies should not go forward.**

### Social Justice / Community Service Activities

- The BNC's mission is to provide philanthropic support solely for Brandeis University. We operate under the tax exemption status that is granted to the University as an educational institution. Our members and chapters are encouraged to be involved as volunteers in local Social Justice / Community Service projects, while keeping in mind they may not solicit funds or use chapter funds to support any other causes or nonprofit organizations.

# Guidelines for the Conduct of Chapter Activities

## Continued

### **Trips to Racetracks and Casinos; Game Days**

- Chapters may not conduct trips to racetracks and casinos, for they compromise both the Brandeis National Committee and the University's reputation. However, chapters may hold "Game Days" that involve card games where no monies are exchanged.

### **Solicitations of Chapter Members**

- Chapters must avoid inviting a professional to speak about the goods or services that the person sells for a living. These presentations imply an endorsement by Brandeis that poses considerable risks and should not continue. In many cases, the person offers the presentation to BNC at no charge, with the expectation that he or she may gain financially from the presentation. Such a presentation is actually a solicitation of BNC members by the professional that is intended to increase his or her business. Examples include presentations by a financial consultant, a mortgage broker, an investment counselor, a life insurance agent, a plastic surgeon, or a cosmetician representing manufacturers' products.

### **Raffles**

- The use of raffles or drawings is not permitted. Chapters may have door prizes if all in attendance have an equal chance to win and there is no money involved.

### **Political Presentations**

- The BNC's policy has always required chapters to make certain that political presentations include multiple representations to balance different points of view. Chapters should refrain from inviting a politician to speak during an election year.
- Members must not use the name, seal, or logo of the University in a way that implies official University endorsement of a political candidate or political position.
- Chapters may not use their own websites to post campaign literature or to endorse a political candidate.
- Members may not send political messages by using either BNC or Brandeis University e-mail addresses.

### **Branding**

- Please display a Brandeis/BNC banner at all of your chapter events and include an update on "what's new" on the Brandeis campus. These will bring the name of Brandeis to your community while strengthening the connection of your members to our fundraising mission.
- The Brandeis University name, seal, and logos are protected trademarks and may not be used without the permission of the University. They may not be used for private, commercial, promotional, or political purposes, or for the advertising of any product or service.

# Silent Auctions

The Brandeis National Committee chapters may conduct Silent Auctions in conjunction with their fundraising events according to the following guidelines.

Silent Auctions, unlike Raffles or other games of chance, are not considered to be gambling.

They are conducted by setting up tables with displays of items or services on which people can bid. A minimum bid may be set, especially when the item is of a high value. Paper is available near the item to allow people to write down their names and bids. This gives people a chance, during an event, to view the different items available for auction and decide on which items they would like to bid. Another approach is for people to use small pieces of paper for their bid and deposit them in a container. At the end of the auction, bids are reviewed and the highest bidder wins the item for whatever price she or he offered.

## Guidelines

1. The Chapter contacts the National Center to advise us of the plans to conduct a Silent Auction. We and the chapter will review the guidelines together.
2. Chapters solicit gifts and services from members, friends, and local merchants. The Chapter consults with the donor as to the fair market value of the gift/service to be used for the receipt given to the winner.

The chapter provides the donor with a letter acknowledging the donation. The letter thanks the donor for the particular gift/service for the silent auction.

A sample written acknowledgement is:

Thank you for your contribution of two Red Sox tickets for the Brandeis National Committee's Silent Auction that the Brandeis National Committee received on July 15, 2009. No goods or services were provided in exchange for your contribution. Please consult with your tax advisor regarding the tax implications of your contribution.

3. The Chapter must ascertain a good faith estimate of the donated item's fair market value and must make this known to potential bidders.

At the event, items are displayed with their fair market value, paper is provided for bids, and guests are encouraged to view the tables and make their bids. Notices can be posted to the following effect:

Your bid is a contract. All sales are final. If you are the highest bidder and winner on an auction item, you are obligated to purchase the silent auction item.

# Silent Auctions

## Continued

4. During the event, the highest bidders are announced and told they can pick up their gifts at a specified place.
5. The winners pay for the items (checks are to be made payable to Brandeis National Committee) and the chapter must give a receipt to the buyer. The receipt states the payment received, the fair market value of the goods received, and the tax deductible amount. The amount that is tax deductible is limited to the excess payment over the value of the item. If the highest bid is below the fair market value of the item, there will be no tax deduction for the winner. The winners should be encouraged to consult their tax advisors as to the tax consequences.

A sample receipt is:

Thank you for participating in the Brandeis National Committee Silent Auction. The fair market value of the item you won, two Red Sox tickets, is estimated to be \$200. Your winning bid was \$300. Please note that the amount of your contribution that is deductible for federal income tax purposes is limited to the excess of the total amount contribution (your winning bid) over the value of goods or services received (the item you won.) No additional goods or services were provided in exchange for your contribution. Please consult with your tax advisor regarding the tax implications of your contribution.

6. To ensure the Brandeis National Committee and Brandeis University have no responsibility or liability for the goods and services donated, the following statement will be included with the donor acknowledgement letter and attached to the receipt given to the winner. A copy of the letter and the receipt will be forwarded to the National Center.

We have made every effort to describe items accurately. Everything in the auction is being sold “as is” without warranty representation of any kind as to the correctness of the description, or the item’s authenticity, condition or performance. All items acquired by the buyer become the sole responsibility of the buyer. All items sold at the auction are undertaken at the sole risk of the buyer. The Brandeis National Committee shall not be or become liable in any way for any loss, injury or damage to or in respect of any person or property, howsoever caused or arising.

7. The chapter submits a report on the proceeds from the Silent Auction. This can be included on the Special Events Financial Report. Please include a sample copy of a receipt letter given to donors and winners.

# Contracts

Please share the following information with anyone in your chapter who PLANS AND/OR MANAGES events.

Many of your planned events, e.g., luncheons, day trips via chartered bus, teas, and study groups, require contracts to be approved and signed by both vendor and the BNC.

**Per University policy, IN NO INSTANCE may a chapter member sign a contract.**

The reason is two-fold – it protects the University; it also ensures that our chapters and members are fully covered, and that individual members are not held personally liable.

All contracts with vendors, e.g., a restaurant, library, hotel, mall, bus company, should be faxed to the National Center (781-736-4118), e-mailed to [bernstein@brandeis.edu](mailto:bernstein@brandeis.edu), or sent by U.S. mail, for review and signed approval.

Contracts should bear either the full name of our organization or its abbreviation: either Brandeis National Committee or BNC. Approximations such as “Brandeis” or “Brandeis Group” are not to be used.

In most cases, contracts are fairly standard and risk-free and can be signed and returned to you within a week. Others might require review by the University Risk Manager, a 2-3 week process. Leases fall into this category, as well as contracts that contain language concerning liability that does not comply with Brandeis University policy.

- **Day Trips - Pleasure Cruises**

Contracts or agreements for cruises are handled differently. Each cruise participant must contract individually with the travel agent. Please remember that no member should sign a cruise contract - or any other kind of contract - on behalf of the chapter.

- **Day Trips - Buses**

In addition to the vendor’s contract, the National Center will need to have the following two items before approving the contract:

- a. a current copy of the bus company’s certificate of liability insurance
- b. a copy of our Bus Agreement completed, signed, and dated by the bus company (see form in Appendix)

These guidelines are for the benefit of all of us. We appreciate your help and invite you to call with any questions.

# Insurance and Liability Questions and Answers

## Chapter Liability and Insurance

**If a member/non-member is injured during an official BNC event in a member's home and sues the homeowner, is the host covered by Brandeis insurance?**

If the homeowner is sued, the homeowner's policy would respond as the primary coverage. If Brandeis/BNC is named in such suit as codefendant, the University's general liability insurance would respond for Brandeis and the BNC.

**If a member/non-member leaves her/his car in a parking lot while on a BNC day trip to another location, is the member/non-member covered by Brandeis insurance?**

No, the University does not provide insurance in this case. The member's/non-member's personal auto insurance would apply.

**If a member/non-member is injured during an official BNC event in a member's community clubhouse and sues the member, is the member/non-member covered by Brandeis insurance?**

If the homeowner/member is sued, the member's homeowner's policy would respond as the primary coverage. If Brandeis/BNC is named as codefendant, then the University's general liability insurance would respond for Brandeis and the BNC.

**If a member/non-member is injured while being driven by a member to an official BNC event, what happens if the driver is sued?**

The member's personal auto liability and/or personal umbrella liability policy would respond as the primary insurance. Brandeis University's insurance would only respond as excess coverage over such primary insurance for the BNC member being sued.

**If a member/non-member is injured on a bus during an official BNC day trip, what if the BNC is sued?**

Brandeis University/BNC insurance will apply when contract for transportation services is in the name of Brandeis University.

## Personal Liability

**Are members of BNC's National, Region and/or Chapter Boards insured by the University when they are acting in their volunteer roles as either a Board Member or as an Officer of the Chapter?**

The University's coverage includes their volunteers only while performing duties related to the conduct of their official capacity. Specific incidences are reviewed for insurability on a case by case basis.

**Are Chapter/Region Treasurers bonded?**

Following the University's practices, no, Chapter/Region Treasurers are not bonded. We encourage volunteers to make frequent trips to the bank with small amounts of cash accompanied by a chapter/region colleague.

# Chapter Travel

## Day Trips

Please send all travel-related contracts to the National Center for review and approval (see “Contracts” in the Appendix for more information).

**Bus** - if any portion of your trip will include traveling by bus, in addition to the contract, the National Center will need to have these two items:

- a current copy of the bus company’s certificate of liability insurance
- our Bus Agreement completed, signed, and dated by the bus company (see form in Appendix )

Many members participate in multiple bus trips throughout the year. It is suggested that each person sign an Assumption of Risk and Agreement that will cover all of the bus trips in one Brandeis year. (see form in Appendix) You can print this form along with your registration forms and ask that the participants complete both when they sign up for the trips.

**Pleasure Cruises** – these are handled differently: cruise participants contract individually and directly with the travel agent.

**No member should sign a cruise contract – or any contract – on behalf of the chapter.**

## Trips with an Overnight Stay

### A Travel Program Checklist

*All travel programs must be approved through the National Center prior to any promotion. This process is intended to ensure that all tax and postal regulations are met, and that liability issues are adequately addressed.*

### Travel Agent

*A tour operator or travel agent should be used for BNC trips to minimize the University’s and the BNC’s risk. All exceptions must have the prior approval of the National Center.*

- The agreement between the BNC and the travel agent should not contain any liability language that varies from the Travel Responsibility Statement or the Conditions of Participation and Release of Liability. (see forms in Appendix) As with all agreements, it should be forwarded to the National Center for an authorized signature. No one within a chapter or region is authorized to sign a Contract.
- The process must be repeated for each trip even when the same service providers are used.

### Insurance

*Secure a Certificate of Insurance from the travel agent.*

- The travel agent must provide the University with a Certificate of Insurance evidencing a general liability policy covering its acts and omissions in connection with the tour.
- The insurance certificate must name both the University and the BNC as additional insureds, with a 30-day written notice of cancellation provision.

- The insurance certificate must show coverage in effect during the time of the tour.

## Promotion

- All solicitations and brochures for the trip must include, in a prominent place, the Brandeis University ***Travel Responsibility Statement***.

## Payments

- *Checks for travel services should be made payable to the travel agent*, not to the BNC. If there are deductible "donations" made by participants, these may be made payable to BNC. (See "Donations" below.)

## Donations Made by Participants

- "Donations" made by participants in connection with tours may not be treated as deductible charitable contributions unless they are voluntary. This means that a participant does not have to make a contribution in order to go on the trip.

## In promotional materials, you should use the following example:

Join us in supporting the Brandeis University Libraries, a vital resource for the University's outstanding students and faculty.

Enclosed is my tax deductible gift of  
\$250\_\_\_\_\_ \$100\_\_\_\_\_ Other\_\_\_\_\_

Please make these checks payable directly to Brandeis National Committee.

## Participants in Overnight Trips

*All participants must sign the **Conditions of Participation and Release of Liability Form**.*

- All participants in BNC trips MUST sign and return, well before the tour commences, the ***Conditions of Participation and Release of Liability***.
- Signed forms along with a list of tour participants are to be forwarded to the National Center prior to the date of departure.

## Sales Tax

*Sales tax exemption may not be used with respect to any goods and services purchased in connection with the tour. This means that you will have to pay sales tax on meals, hotel rooms, and any extras associated with the trip.*

***Please contact Beth Bernstein at the National Center, 781-736-4190, with any questions you may have.***

✓ ***Prior to the promotion of your trip, please provide the following documents for review:***

- Copy of group agreement with tour provider
- Insurance policy of tour provider (additional information may be requested in the course of the review)
- Certificate of Liability Insurance (with Brandeis University and the Brandeis National Committee named as additional insured)



- Copy of the proposed *Travel Responsibility Statement*
- Copy of the proposed *Conditions of Participation and Release of Liability Statement*
- ✓ **Prior to departure**
  - Submit to the national center a complete list of tour participants along with a signed copy of the *Conditions of Participation and Release of Liability Statement* for each participant.

## Tax Information

Planning for an event must also include consideration of the federal tax codes that became effective in January 1994. There are two requirements that impact BNC special events:

### Event Invitation Guidelines

- *Disclosure - for event prices of \$75 or more:* The BNC must clearly state if any portion of the payment is not tax deductible, because it represents the fair market value of goods or services received in exchange for the donation. The information may be provided either on the invitation or the receipt; we recommend that you provide it on the invitation and the receipt.
- *Establish the fair market value of the event:* Determine the amount it would cost the donor to purchase the elements of the event. If it is a dinner, you would calculate the cost of hotel rental, food, entertainment, liquor, parking, etc., and divide by the number of guests. The figure should be consistent with what it would cost the donor to purchase similar services. It is irrelevant whether or not some of these costs are purchased at a discount or will be underwritten.
- *Substantiation - for event prices of \$250 or more:* In order for donors to claim tax deductions for payments of \$250 or more, the BNC must provide the donor with an Event Receipt; it states which portion of the payment is tax deductible.

### Providing Receipts for Special Events/Projects

- *Provide receipts for donations of \$75 or more:* When goods or services are provided in return for a donation, the taxpayer will be required to provide the IRS with a receipt that states which portion of the payment is tax deductible for donations of \$250 or more. We also recommend that you provide a receipt for donations of \$75 or more as insurance that you have fulfilled the BNC responsibility to disclose information on the actual value of the tax deduction.
- *Use the Event Receipt available from the National Center. The receipt must provide the following information:*
  - ✓ Amount of payment (cost of the event)
  - ✓ Fair market value of the benefits received
  - ✓ Tax deductible value resulting from subtracting fair market value from the total payment

*It is also advisable to check local and state requirements with respect to sales tax and licenses for certain types of events*

**ADDITIONAL QUESTIONS? Contact Tom Hutchings 781-736-4166**

See following page for Common Questions about Tax Issues

# Tax Issues - Common Questions

- *How do we establish the fair market value for an event?*

Answer: To establish the fair market value of your event, you need to calculate all the costs involved, such as food and beverage, facility rental, parking, entertainment. The per person cost is then calculated by dividing this total cost by the anticipated number who will attend the event. The figure should be consistent with what it would cost the donor to purchase similar services.

- *We are having a theater party and have secured a discounted ticket price. What is the fair market value in this situation?*

Answer: According to the IRS, fair market value would be the regular price of the ticket. Therefore, the tax deductible portion of the payment would be equal to the total less the regular ticket price. The fact that the chapter was able to obtain tickets at a group rate is irrelevant to the fair market value. The regular ticket price is what it would cost the donor to purchase on his/her own.

- *How do we place a value on the cost of an underwritten event?*

Answer: A "good faith" fair market value is calculated by estimating the amount that it would actually cost the donor to purchase the elements of the event (food, beverage, parking, entertainment, etc.). For example, if a member donates the use of her home for a cocktail party in return for a donation at a certain level, the invitation should include the fair market value of the event established on the basis of what it would have cost to hold the event in a hotel. This would include costs of food, beverages, parking, facility rental, etc., divided by the anticipated number of people who will attend.

- **We are planning a Book Fund luncheon for donations of \$350 or more. Some attendees may**

Answer: You may choose one of the following options:

a. Consider charging a couvert, which separates the cost of the luncheon from the actual donation. State on the invitation that admission to the luncheon is a donation of \$350 plus a per person couvert of your estimated fair market value for the luncheon (including cost of meal, the facility, parking, entertainment, etc.). In this case, the donor will receive a receipt stating that the tax deductible value of the donation is \$350. The advantage of this approach is that it maintains consistency for the levels of giving for BNC funds.

b. If you choose not to charge a couvert, state on the invitation:

*"Under the Internal Revenue Code, the amount of this gift that is tax deductible for federal income tax purposes is limited to the excess of the amount paid (\$350) over the benefits received. The fair market value of the luncheon has been set at (your fair market valuation) per person. Thus, the value of your gift for the purposes of the charitable tax deduction will be \$350 less the (fair market value) times the number of persons attending."*

## Tax Issues - Common Questions Continued

It is suggested that this information be included on the invitation, so the receipt will be clear to the donor. Also, be certain that the fair market value is stated as a per person expense. In either situation, a receipt will be required, given that the individual will be issuing a check for more than \$250. It will be the responsibility of the chapter to issue the receipt, inasmuch as this situation describes an event.

- ***What happens if we fail to provide information on the fair market value of goods or services received in return for a donation?***

Answer: Failure to disclose this information can result in a \$10 fine per contribution up to a total fine of \$5,000 per event.

- ***What would be the impact of failing to provide a receipt for a \$250 or more donation?***

Answer: It is the responsibility of the donor to obtain a receipt. The donor will not be able to secure tax deductibility for the gift without one. In order to establish and maintain good donor relations, we must accept the responsibility for issuing receipts in a timely manner.

- ***What if a donor requests the issuance of a receipt which misrepresents the fair market value of what s/he received?***

Answer: The penalty for issuing a false receipt is a fine of \$1,000 per donor. Further, complicity in

- ***What do we do if a donor requests a receipt several months later?***

Answer: First, avoid the problem by issuing receipts as payments are received. The multi-part form available from the national center will provide you with access to the information you will need if later questions arise.

## Postal Regulations

The Brandeis National Committee (BNC) operates under the tax exemption granted to Brandeis University as an educational institution. Postal regulations prohibit use of the non-profit postage rate for mailing any materials that promote credit, debit, or charge cards as well as the promotion of insurance of any kind. Also, promotion of overnight trips and travel is prohibited from the University's non-profit rate.

Advertising for book sales, bookstores, and all BNC fundraising programs is eligible.

For questions relating to a specific non-profit mailing, please contact Beth Bernstein in the National Center at 781-736-4190 or [bernstein@brandeis.edu](mailto:bernstein@brandeis.edu)

# Brandeis

BRANDEIS NATIONAL  
COMMITTEE

## Call for Nominations: 2019 Slate of Officers and Board Members Recommendation Form

\_\_\_\_\_ Chapter

Check One:

President       Vice President       Board Member

Candidate's Name \_\_\_\_\_

Please comment on the qualifications of your candidate with supporting data

Typed forms are preferred, e-mail submissions recommended.

Forms should be emailed to \_\_\_\_\_ or faxed to \_\_\_\_\_

The deadline for submission is \_\_\_\_\_

Optional:

Your Name \_\_\_\_\_

# Brandeis

BRANDEIS NATIONAL  
COMMITTEE

## Acknowledgement of Risk and Release Agreement Physical Activities

I understand that I will be undergoing physical exertion while participating in a (PHYSICAL ACTIVITY, e.g., Biking) trip to and from (LOCATION) on (DATE). I am aware of the risks of injury involved with biking, and I certify that my level of physical fitness is sufficient for this activity. I do fully and completely assume any risks solely to myself, and accept full responsibility for my individual physical fitness to participate in this activity.

In consideration of being presented this opportunity to participate in a biking trip with the Brandeis National Committee's \_\_\_\_\_ Chapter and in acknowledging that I am aware of and willing to assume the risks associated with biking, including round-trip transportation, I hereby voluntarily agree to waive, hold harmless and indemnify the individual organizers of this trip and Brandeis University and its trustees, agents, volunteers and employees from any and all claims, demands, damages and causes of action of any nature whatsoever arising out of ordinary negligence which I, my heirs, my assigns or successors may have against them for, on account of, or by reason of my voluntary participation in a biking trip on (DATE). I understand the content of this document, and I execute this general release, waiver of claim and assumption of risk agreement of my own free will and accord.

Date: \_\_\_\_\_ Sign: \_\_\_\_\_

Name: \_\_\_\_\_

August 2019

Brandeis University / Brandeis National Committee / PO Box 549110, Waltham, MA 02454-9110  
781-736-7588 phone / 781-736-4118 fax / bnc@brandeis.edu / www.brandeis.edu/bnc

# Brandeis

BRANDEIS NATIONAL  
COMMITTEE

## Bus Agreement

1. Agreement: \_\_\_\_\_ (a.k.a. the Company) agrees to provide a driver who is duly licensed, trained and authorized to drive the assigned vehicle, and whom the Company represents has the qualifications and expertise to perform the duties required under this Agreement. The Company represents that it has undertaken due diligence and care in hiring and training such driver (including, without limitation, criminal background checks.) The Company represents and warrants that such driver shall abide by all laws, regulations and reasonable behavioral rules including but not limited to those regarding consumption of alcohol, narcotics, or any other substance which could impair the ability to safely operate a motor vehicle.
2. Vehicle Condition and Service: The Company agrees to provide Brandeis with a vehicle that is clean and in good mechanical working order, and agrees to maintain the vehicle in good mechanical working order throughout the term of the contract.
3. Insurance: The Company agrees and represents that it has and will maintain in full force and effect a policy or policies for motor vehicle insurance (including bodily injury and property damage liability coverage) in form and substance satisfactory to Brandeis, under which the Company and Brandeis are named as insured, and which shall contain such coverages and minimum limits of liability as are customary in the industry but which in no event shall be below one million dollars (\$1,000,000) per person per occurrence. The Company also agrees and represents that it has and will maintain a policy or policies for general liability insurance, in form and substance satisfactory to Brandeis, which includes broad-based coverage to cover, without limitation, the indemnification requirements set forth in paragraph 4, below. A duplicate original or copies of such insurance policies shall be delivered to Brandeis prior to execution of this Agreement.
4. Indemnification: The Company agrees to indemnify, defend and hold harmless Brandeis, its Trustees, officers, agents, employees and contractors, from any liability, cost or expense in connection with or growing out of any claims whatsoever for any acts or omissions, whether intentional or negligent, of the Company or its agents, servants or employees (including, without limitation, its driver(s) and mechanic(s)) for injury, death, loss or damage to any person or to the property of any person which occurs or is in any way associated with the services provided in connection with this Agreement, except as a direct result of the acts, omissions or negligence of Brandeis or its employees, agents, or other representatives. This indemnity and hold harmless agreement shall include indemnity against all costs, expenses, judgments, arbitrations, settlements, penalties, and liabilities (including without limitation attorney's fees) incurred by or in connection with any claim or proceedings brought thereon and the defense thereof.

\_\_\_\_\_  
Company-authorized Signatory

\_\_\_\_\_  
Organization's Signatory

Date \_\_\_\_\_

Date \_\_\_\_\_

# Brandeis

BRANDEIS NATIONAL  
COMMITTEE

## Assumption of Risk and Release Agreement Bus Day Trips

By my signature below, I indicate my voluntary consent to participate in the \_\_\_\_\_  
Chapter bus trips between July 1, 2014 and June 30, 2015.

I hereby acknowledge and understand that neither Brandeis University nor the Brandeis National Committee (BNC) and its \_\_\_\_\_ Chapter assumes responsibility for my welfare, or for any injuries, claims, or losses arising from my participation in this event or travel to and from the event. I further acknowledge that I am aware of the risks to me of injury, property damage, or loss entailed in my participation in this program. On behalf of myself, and my executors, heirs, administrators or assigns, I hereby release and forever discharge Brandeis University, its Trustees, officers, employees, agents, or volunteers, and the BNC, its employees, agents and volunteers, from any and all claims or causes of action arising from my participation in this event.

I have read and understand this document and am signing it of my own free will in order to participate in the program.

Signature \_\_\_\_\_

Date \_\_\_\_\_

August 2019

## Sample

### Brandeis University and the Brandeis National Committee

## Travel Responsibility Statement

The *[tour operator]* is the sole tour operator of this tour. Brandeis University and Brandeis National Committee (BNC) are not responsible for the acts, errors or omissions of the tour operator, *[name of tour operator]*, airlines, hotels, restaurants, bus carriers, cruise lines or any other person or entity engaged in carrying out tour arrangements (e.g. change in flight times, hotel arrangements, itinerary or fare changes, accidents, injury, damage or loss) or for any other event or cause beyond the control of Brandeis University or the BNC (e.g. sickness, weather, strike, civil unrest, acts of terrorism, quarantine, acts of God); or for any losses or additional expenses occasioned thereby. The right is reserved to decline to accept or to terminate participation (without refund) of any person on the tour should such person's health, actions or general deportment impede the operation of the tour or the rights or welfare of other participants.



# Sample

## Conditions of Participation and Release of Liability

Tour \_\_\_\_\_

Dates of tour \_\_\_\_\_ Chapter \_\_\_\_\_

1. I agree that I am participating in this tour at my own risk. I understand that Brandeis University and Brandeis National Committee ("BNC") are not the tour operator or supplier of any service associated with this tour.
2. I understand that the tour operator, [name of tour operator] and the suppliers who supply transportation, sightseeing, and restaurant and hotel accommodations are independent contractors and are not agents of Brandeis University or BNC.
3. I understand that all vouchers, receipts, and tickets are issued subject to the terms and conditions of the tour operator and the suppliers and shall be a contract solely between me and that person or entity. I understand that Brandeis University and BNC are not responsible for terms and conditions of the tour or the fulfillments of the obligations of the tour operator or suppliers.
4. By utilizing the services of the tour operator and suppliers, I hereby release Brandeis University, BNC, their Trustees, offices, agents and employees from any and all liability, regardless of the cause thereof, for any loss, damage (including personal injury, property damage, or consequential damage), expense, cost, inconvenience or delay, that I may suffer as a result of or in connection with my participation in this tour, including, without being limited to, any liability resulting from or arising out of any acts, errors, omissions, defects or default of Brandeis University and/or BNC. I understand that Brandeis University and BNC are not liable for payment of any refund, unused travel reservation, or other costs of any kind.
5. I understand that it is strongly recommended that I purchase trip cancellation insurance, luggage loss or damage insurance, and/or accident insurance for myself, as insurance coverage is not provided by Brandeis University or BNC.
6. I have considered and understand the risks of participating in this tour, and hereby accept for myself my assigns, executors and heirs any and all such risks as may occur.
7. I hereby acknowledge that I have read, understand and agree to the terms and conditions of this release and I further understand that these terms and conditions are contractual and not a mere recital. I affirm that I have signed this contract as my own free act.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

# Brandeis

BRANDEIS NATIONAL  
COMMITTEE

## BNC Fundraising

### 1. Can You Explain the Chapter Financial Goal?

There are two factors that contribute to the Chapter's Financial Goal: the first is the **financial activities** of the Chapter and the second is the **donations** that are sent in directly to the University.

- a) The **financial activities** of the Chapter are measured by the money collected (revenues) and deposited into the Chapter's bank account – less the value of the checks (the expenses) written to put on events, programs or to pay administrative costs such as supplies, postage, bulletins and meetings.

This is the factor that can be controlled by the Chapters. They can put on more events to raise money; they can increase the prices to attend their events and programs or they can try and lower their costs. All of these would increase their profitability and therefore increase the net fundraising amounts attributed towards their chapter goal.

- b) The chapter receives credit towards their financial goal when the University processes a **donation**, whether it is by check or credit card. When a member makes a donation directly to the University they generally inform us to which fund they want the money designated and your Chapter gets credit for the member's gift.

Chapters can increase contributions to their financial goal by putting on profitable events, sending out solicitation letters asking members to contribute to a specific area such as the current Scholarship Fund Sustaining the Mind Fund or to the Library Fund. You can also increase contributions by honoring a Chapter member who has stepped down as president or gone above and beyond the call of duty.

### 2. Is the financial goal of a Chapter impacted when money is sent in to Brandeis from the Chapter's bank account?

No. The money sent to Brandeis has already been taken into account when the Chapter treasurers send in their monthly financial reports. It is from these documents that we collect the Chapter's financial activities that we apply towards their financial goal. We can only count the money once and we use the treasurer's reports to do that. For example, if a chapter sends in surplus funds, this does not impact their financial goal

On the other hand, chapters should be aware that they may have made their financial goal in March, for example, but then their expenses in April and May exceeded their revenues in April and May. This could result in a chapter not meeting their financial goal.

**3. How do the funds sent to Brandeis benefit the University?  
Why is it so important to regularly send in money to Brandeis?**

The mission of the BNC is to support Brandeis. Brandeis and therefore BNC, is a 501c3 non-profit entity and therefore must comply with IRS regulations and guidelines (in terms of how the money is managed). Once the money is collected, that money belongs to Brandeis University and it becomes earmarked for the designated funds such as the BNC Scholarship Fund or Sustaining the Mind Fund. Funds from undesignated events and excess Study Group money support the Library.

The money that you send in allows Brandeis faculty to continue research on neurodegenerative diseases, or provides a student with scholarship support, or purchases important books and journals for the Libraries for faculty and students. When the BNC was founded, we took on the responsibility for helping to build the Brandeis Library and we pledged to help with its maintenance. We have never given up on our promise to the library and Brandeis University.

We want to support Brandeis and together we continue to work on non-library campaigns too. But we continue our long-term commitment to the library. The library depends on support from our members and the study group fees contribute to the ongoing support of the library.

Third Party Checks: It is also important to send to National all third-party checks (Chico's, Macy's, Boutique Vendors, etc.). The University must send a tax receipt to all outside sources who make a gift to Brandeis. For example, these might be from events that are held with money coming back from a department store shopping event.

**4. Special Events Financial Report**

Please note that the Special Events Financial Report is to be sent to National within 30 days after your chapter event. Please use BNC preferred form for your reporting. Contact Tom Hutchings for this form. This will be on our Brandeis website soon.

Donors Names: It is important to send National the names and addresses of donors who write a check or give a donation to BNC/Brandeis. Please note that we sometimes have several members with the same first and last name in a chapter and want to ensure we give the right person credit for their tax-deductible gift. We also want to thank them for their support.

**5. Depositing Checks**

All donor checks of \$75 or over should be sent directly to National. This will ensure the University complies with IRS guidelines by providing a tax receipt to donors. **The**

**Chapters should not send a tax receipt.** It will also help us acknowledge / thank the donor and maintain a record of the individual's giving history.

## **6. Gift by the Chapter**

When the chapter thanks a speaker (for example) with a donation - an LRJ or a gift to the Scholarship Campaign, or another fund, can we use money from our treasury for this gift?

**No.** We know that many chapters like to celebrate, honor someone, or thank a speaker with a donation such as an LRJ. Please note that the chapter should collect a "sunshine fund" or take a collection for these new types of donations/gifts. Money that is collected from the chapter from events, activities, or study groups may not be used for this purpose because it has already been allocated for a specific area to support Brandeis University.

## **DESIGNATING BNC FUNDRAISING EVENTS AND TAX DEDUCTIBLE INFORMATION**

Special fundraising events and programs can be a fun way for BNC to build community among our members, raise awareness and attract new donors to support important causes at Brandeis. These events generate a great deal of excitement and the funds raised support the BNC mission.

Since BNC and Brandeis University are both considered a **501(c)(3)** non-profit organization, we must follow specific guidelines and policies to comply with IRS rules and regulations. As part of our effort to assist you with planning fundraising events and programs, we have included some helpful guidelines below.

If your chapter wants to designate proceeds from a chapter event or program for a specific fund, this must be clearly stated on the invitation and in all publications, including chapter bulletins and emails promoting the event. Designated events can include luncheons, Book & Author events, teas, speaker series, day trips, cultural excursions, etc.

Please Note: Proceeds from undesignated events and projects (including study group fees) will benefit the Brandeis libraries. This is why it is important that all your written materials designate what the proceeds will support.

## **Tax Deductible Portion of a Fundraising Event or Program**

Before the event or project is publicized in your chapter's bulletin, flyer, or invitations are sent, it is important to determine the amount that is tax deductible so this information can be included in your promotional materials. **Those materials or invitations must be approved by the BNC National office before they are published or sent.**

The tax-deductible portion of a fundraising event or program is the amount over and above the fair market value of any benefits the donor is entitled to by paying for an event. The gift is only the amount of the payment that exceeds the value of the benefits the donor has a right to, whether or not the donor actually attends or otherwise receives the benefit.

The IRS defines "fair market value" as the value of the goods and services that are received by a donor attending a BNC fundraising event or program. For example, if you have a fundraising luncheon you would determine the costs of the hotel, food, entertainment, parking, etc. and divide this by the number of guests expected. This would give you the fair market value if the donor were to purchase these services. It is the responsibility of the organization putting on the event to determine the FMV and to inform the participants of the amount of the contributed portion.

You might determine that a lunch event may have a fair market value of \$50 per person for the food and entertainment received. If you charge \$100/ticket, then the tax deductible charitable contribution portion is \$50. If an event has more than one ticket price (as for members vs. non-members) then the non-deductible benefit is the same for all attendees.

You will want to figure out the amount it would cost for the donor to purchase the elements for the event. This would include the cost of hotel rental, food, parking, and entertainment. You should divide this by the number of guests. It is irrelevant whether or not items are purchased at a discount or if it is underwritten. You need to establish the FAIR MARKET VALUE

It is important that you include the non-deductible portion of the attendance cost on the invitation and in all publications including chapter bulletins so that Brandeis and BNC are in compliance with the IRS Guidelines, and to provide donors with the information they need to substantiate the value of their charitable deduction in the event of a question by the IRS.

**Please use the following wording in all your written materials for fundraising events or programs:**

***Any amount over \$X is a charitable contribution to Brandeis National Committee's (Scholarship Fund, Sustaining the Mind Fund, Library Fund)***

Note: The cost of putting on the event and what you are charging for the event are different. You need to charge a higher amount than the cost per person in order to make a profit and make a contribution to the area you wish to support at Brandeis.

## 7. Providing Receipt

**All receipts for donation of \$75 or more are provided by Brandeis University. When goods and services are provided in return for a donation, the taxpayer is required to have a receipt which states which portion of a payment is tax deductible by the time their tax return is due, and if necessary provide it to the IRS to substantiate their deduction.**

## Tax issues –Questions

- ***We are having a theater party and have secured a discounted ticket price. What is the fair market value in this situation?***

*Answer:* According to the IRS, fair market value would be the regular price of the ticket. Therefore, the tax-deductible portion of the payment would be equal to the total less the regular ticket price. The fact that the chapter was able to obtain tickets at a group rate is irrelevant to the fair market value. The regular ticket price is what it would cost the donor to purchase on his/her own.

- ***How do we place a value on the cost of an underwritten event?***

*Answer:* A "good faith" fair market value is calculated by estimating the amount that it would actually cost the donor to purchase the elements of the event (food, beverage, parking, entertainment, etc.). For example, if a member donates the use of her home for a cocktail party in return for a donation at a certain level, the invitation should include the fair market value of the event established on the basis of what it would have cost to hold the event in a hotel. This would include costs of food, beverages, parking, facility rental, etc., divided by the anticipated number of people who will attend.

- **We are planning a Book Fund luncheon for donations of \$350 or more. Some attendees may expect the donation to cover the costs for the couple. What must we do to meet requirements?**

Answer: You may choose one of the following options

a. Consider charging a couvert, which separates the cost of the luncheon from the actual donation. State on the invitation that admission to the luncheon is a donation of \$350 plus a per person couvert of your estimated fair market value for the luncheon (including cost of meal, the facility, parking, entertainment, etc) In this case, the donor will receive a receipt stating that the tax-deductible value of the donation is \$350. The advantage of this approach is that it maintains consistency for the levels of giving for BNC funds

b. If you choose not to charge a couvert, state on the invitation

“Under the Internal Revenue Code, the amount of this gift that is tax deductible for federal income tax purposes is limited to the excess of the amount paid (\$350) over the benefits received. The fair market value of the luncheon has been set at (your fair market valuation) per person; thus, the value of your gift for the purposes of charitable tax deduction will be \$350 less the (fair market value) times the number of person attending.”