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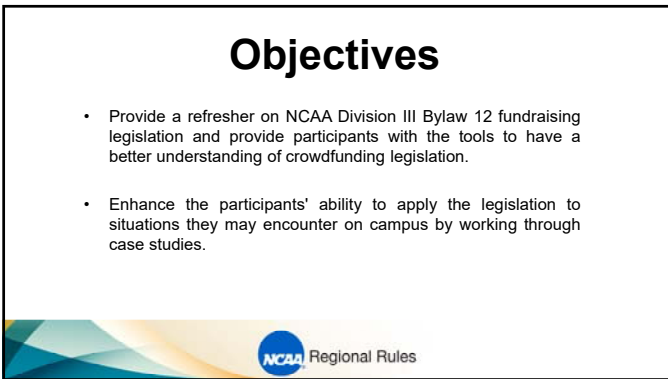
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## Structure

### Fundraising.

- Designation of fundraising money.
- Earned vs. unearned funds.

### Crowdfunding.

- General information.
- Student-athlete efforts.
- Department/team efforts.




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## Designation of Fundraised Money

**Before initial, full-time enrollment** an outside amateur team/organization may designate specific funds to an individual as long as....

- Designated funds do not exceed actual and necessary expenses; and
- Any funds that exceed an individual's actual and necessary expenses go to the general team/organizational fund.

*Bylaw 12.1.1.1.1*




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## Designation of Fundraised Money

An institution may designate specific funds "earned" by a SA through institutional fundraising as long as...

- Designated funds do not exceed actual and necessary expenses;
- Any funds that exceed an individual's actual and necessary expenses must go to the general team/institutional fund;
- All designated funds must be deposited with the institution to administer; and
- Any unearned funds must be deposited into the general team/institutional fund.

*Bylaw 12.1.1.1.2*




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# Unearned vs. Earned Funds

Unearned	Earned
Fundraising either: 1. Involves use of athletics ability; OR 2. Involves direct appeal.	Any funds not considered unearned.

Bylaw 12.1.1.1.2.1  
Official Interpretation: 0325/11



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# Unearned vs. Earned Funds

Unearned Examples	Earned Examples
<b>Athletics ability:</b> <ul style="list-style-type: none"> <li>Lift-a-thon.</li> <li>Shoot-a-thon.</li> </ul> <b>Direct appeal:</b> <ul style="list-style-type: none"> <li>Letter writing.</li> <li>Email request.</li> </ul>	<ul style="list-style-type: none"> <li>Working a concession stand.</li> <li>Selling frozen pizzas or cookie dough.</li> <li>Parking cars at an event.</li> </ul>



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# What is Crowdfunding?



The practice of funding a project or venture by raising monetary contributions from a large number of people, typically via the internet.

Since crowdfunding is considered a direct appeal, all funds are **unearned**.

Bylaw 12.1.1.1.2



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# Crowdfunding

In all instances athletics staff and boosters **MAY NOT** donate to a SA or PSA's crowdfunding site (even if there is no mention of athletics) **if the funds go directly to the SA or PSA.**



Bylaw 12.1.3.2



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# Crowdfunding (cont.)

• **Effects on a SA's Eligibility:**

- Once a SA becomes aware that his or her name, picture or likeness appears impermissibly on a crowdfunding site, the SA (or the institution) must take steps to stop the activity (e.g., send cease and desist letter), otherwise, the SA loses eligibility.
- If the SA was involved in setting up an impermissible crowdfunding site AND takes funds from the site, they must be declared ineligible and go through the NCAA student-athlete reinstatement process.

Bylaw 12.5.1.1.5  
Educational Column: 11/06/14



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# Where to Look

- NCAA Bylaw 12 (Amateurism).  
**Preferential treatment & Promotional activities.**
- NCAA Bylaw 15 (Financial Aid).  
**Types, sources and cost of attendance.**
- NCAA Bylaw 16 (Awards and Benefits).  
**Extra benefits.**
- November 06, 2014, Educational Column.  
**LSDBi.**



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## What to Look For

- WHO is crowdfunding?  
*Student-athlete? Team? Other?*
- HOW are they crowdfunding?  
*Is athletics involved?*
- WHAT are they crowdfunding for?  
*Items? Trip? Other?*



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## Student-Athlete Crowdfunding



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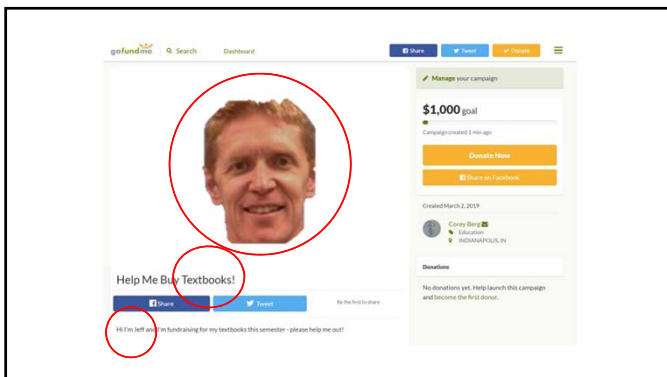
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# Analysis

**Jeff's crowdfunding effort is permissible.**

- WHO:** Student-athlete.
- HOW:** No mention of athletics.
- WHAT:** Items.




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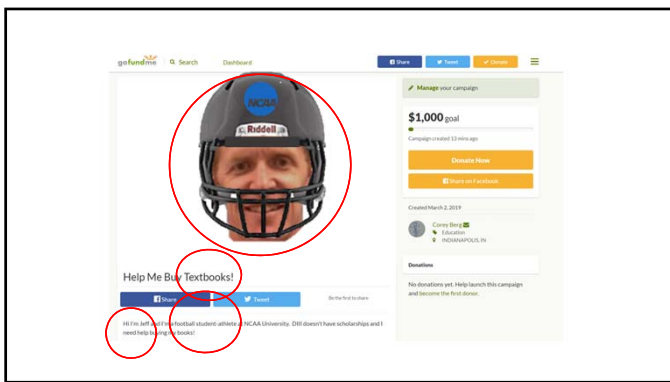
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# Analysis

**Jeff's crowdfunding effort is impermissible.**

- WHO:** Student-athlete.
- HOW:** Mentions athletics verbally and/or visually.
- WHAT:** Items.




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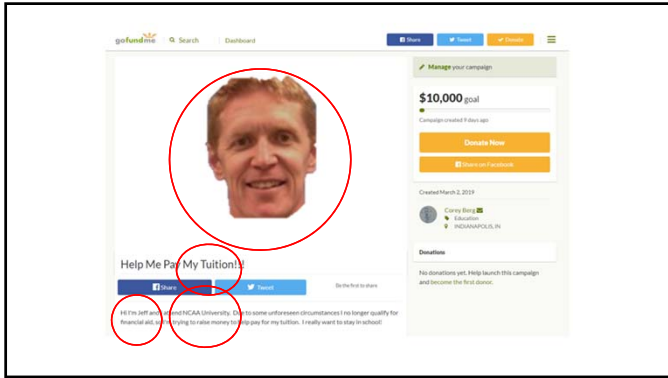
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## Analysis

Jeff's effort is impermissible.

**WHO:** Student-athlete.

**HOW:** No athletics.

**WHAT:** Tuition.

A student-athlete may not set up a crowdfunding site to help pay for their tuition.

A student-athlete may **only** receive financial aid from the institution, or from those on which they are naturally dependent.




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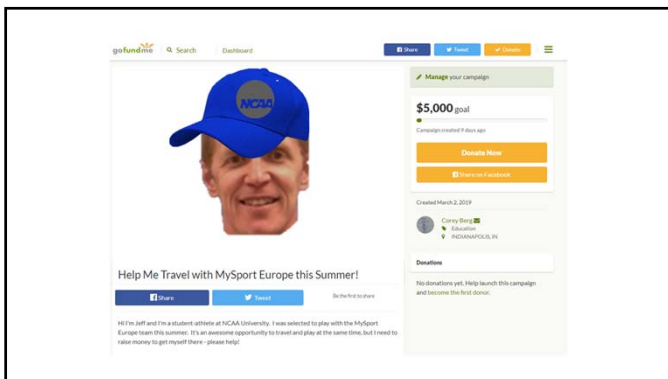
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# Analysis

Jeff's effort *could be* permissible.

- WHO:** Student-athlete.
- HOW:** Mentions athletics.
- WHAT:** Practice/competition with an outside team.

A student-athlete may set up a crowdfunding site to solicit funds for an outside team, so long as:

- No funds are earmarked for the student-athlete.




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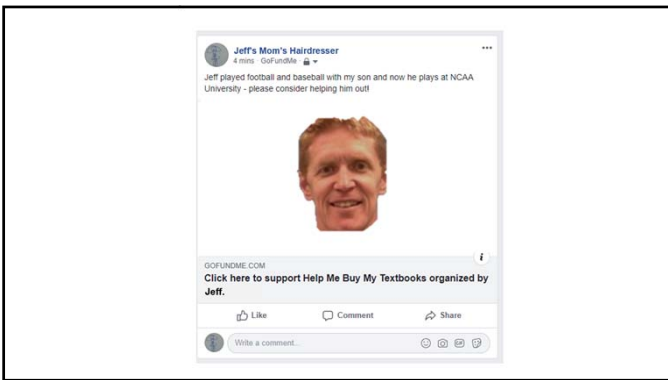
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# Analysis

Jeff's effort *must stop*.

- WHO:** Student-athlete.
- HOW:** Athletics mentioned by someone else.
- WHAT:** Items.

If during the promotion of an otherwise permissible crowdfunding effort, the student-athlete is connected to athletics by someone else the link must be broken before the student-athlete can continue to accept donations.




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## But Can't We Be Nice?



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## Department & Team Crowdfunding



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gofundme Search Dashboard

Manage your campaign

**\$5,000** goal

Campaign created 8 days ago

Donate Now

View my dashboard

Created March 2, 2018

Convy Bing  
Education  
INDIANAPOLIS, IN

Donations

No donations yet. Help launch this campaign and become the first donor.

Help Jeff With This Specific Purpose

Jeff is a student athlete at NCAA University and he's going through some extreme and extraordinary circumstances that are beyond his control. Please consider donating to help him pay for his Specific Purpose. All proceeds will go directly to Jeff.

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# Analysis

**NCAA University's effort is permissible, if:**

- Circumstances should be extraordinary and beyond SA's control (e.g., life-threatening illness or natural disaster);
- Proceeds must be designated for a specific purpose (e.g., payment of medical bills);
- Proceeds may be given directly to the beneficiaries – keep receipt on file; and
- Excess proceeds must be given to a nonprofit – keep receipt on file.

**WHO:** Department/team on behalf of the student-athlete.

**HOW:** Mentions athletics.

**WHAT:** Extreme or extraordinary circumstance beyond SA's control.




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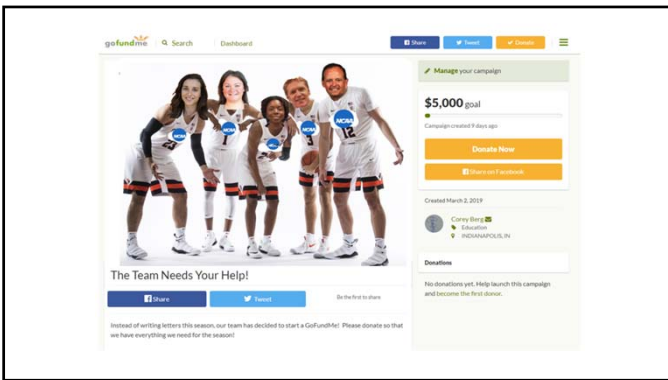
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# Analysis

**NCAA University's effort is permissible.**

**WHO:** Department/team.

**HOW:** Mentions athletics.

**WHAT:** General fundraising, team trips, etc.




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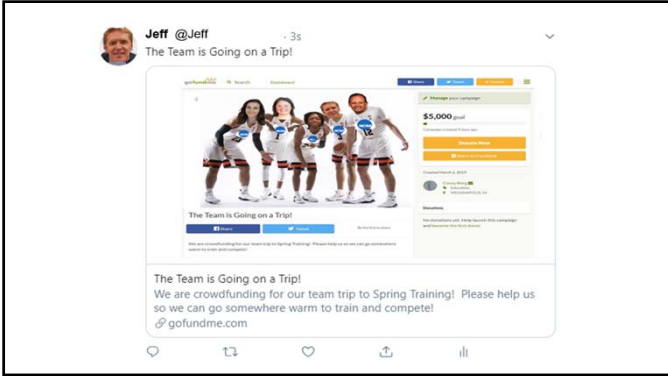
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## Analysis

**Jeff's effort is permissible.**

**WHO:** Student-athlete.  
**HOW:** Mentions athletics.  
**WHAT:** Institutional fundraiser; team trip.




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## Crowdfunding – A Quick Guide

WHO	HOW	WHAT	PERMISSIBLE?
Student-athlete	No athletics	Items	
Student-athlete	Mentions athletics	Items	
Student-athlete	No athletics	Tuition	
Student-athlete	Mentions athletics	Outside team participation	




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### Crowdfunding – A Quick Guide

WHO	HOW	WHAT	PERMISSIBLE?
Student-athlete	Athletics mentioned by someone else	Items	No
Athletics department	Mentions athletics	Extreme & extraordinary SA circumstance	🤔
Athletics department/team	Mentions athletics	General Team Account	Yes
Team	Mentions athletics	Earmarked for specific student-athlete	No




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### Crowdfunding – A Quick Guide

WHO	HOW	WHAT	PERMISSIBLE?
Team	Mentions athletics	Team trip, general account	Yes
Team	Mentions athletics & promoted on SA's social media	Team trip, general account	Yes




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### QUESTIONS???




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## We Want Your Feedback

Your input is important.

Rate this session using the survey on the Regional Rules Seminar app.



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