



Lock Haven University Foundation Press Release Policy

Sharing news about the financial support Lock Haven University Foundation receives from alumni and supporters is important. It helps acknowledge the generosity of Lock Haven University's donors and promotes the people, programs, facilities and activities that donors support. This policy supports the Foundation's fundraising efforts to the fullest extent possible, consistent with journalistic practices and sound news judgment.

Guidelines

These guidelines are particularly important during the intense period of a university-wide campaign or initiative, when gifts of many types and magnitudes are solicited from donors by development officers. Given the increased level of activity during a campaign, it is critical that the university and Foundation assumes strategic communications and media relations as effectively as possible.

These guidelines apply to content that appears in publications, social media, websites, e-mail communications and other communications that come from the Lock Haven University Foundation.

1. Before a gift may be announced in any Lock Haven communication, it must be recognized officially as a gift or pledge and entered appropriately in the LHU Foundation's gift records system, Raiser's Edge.
2. Public announcement of a gift or grant must be approved in principle by the Executive Director of the LHU Foundation.
3. The LHU Foundation will consider preparing and distributing a press release announcing any gift or grant that might be viewed by media outlets as newsworthy. Gifts are most likely to attract media interest if they are large in size (generally \$10,000 or more), are associated with new or innovative programs or facilities or have a strong human interest angle and a compelling story.

4. Gift announcements will generally be made on the LHU Foundation website, or through the office of External Relations.
5. A press release or media announcement promoting a gift or grant should include the amount of money involved. A large gift may be newsworthy even if the donor prefers to remain anonymous.
6. It is the policy of the LHU Foundation not to disclose any information about specific gifts or donors, or their prior and/or cumulative giving to Lock Haven University, without the donor's permission. Further, the LHU Foundation does not disclose terms, conditions or payment schedules for any gift or donor.

Procedures

1. A Marketing and Communications Associate will prepare a gift announcement press release in consultation with appropriate development staff.

NOTE: It is important to note that institutional credibility is compromised when official Lock Haven sources present incomplete or incorrect information, and when the external media are presented with -- and thus dismiss -- a release that contains "news" unlikely to interest non-Lock Haven audiences. Publicizing a gift that has not been properly documented and recorded -- or without fully understanding possible complexities regarding the gift agreement or legal donor -- can adversely affect the donor and the university.