309.556 PUBLIC DISCLOSURE REQUIREMENTS.

Subdivision 1. **Identity of organization; percentage of deductibility; description of program.** Prior to orally requesting a contribution or contemporaneously with a written request for a contribution, the following information shall be clearly disclosed:

(a) the name and location by city and state of each charitable organization on behalf of which the solicitation is made;

(b) the tax deductibility of the contribution; and

(c) a description of the charitable program for which the solicitation campaign is being carried out; and, if different, a description of the programs and activities of the organization on whose behalf the solicitation campaign is being carried out.

If the solicitation is made by direct personal contact, the required information shall also be disclosed prominently on a written document which shall be exhibited to the person solicited. If the solicitation is made by radio, television, letter, telephone, or any other means not involving direct personal contact, the required information shall be clearly disclosed in the solicitation.

Subd. 2. **Identity of professional fundraiser.** In addition to the disclosures required by subdivision 1, any professional fundraiser soliciting contributions in this state shall also disclose the name of the professional fundraiser as on file with the attorney general and that the solicitation is being conducted by a "professional fundraiser." The disclosures required by this subdivision shall be given in the same manner as the disclosures required by subdivision 1.

History: *1973 c 762 s 12; 1984 c 527 s 1; 1987 c 336 s 39; 1989 c 151 s 3; 1995 c 235 s 11*