Corporate Fundraising Approval   0/3

`0%`

Complete this checklist for approval to solicit donations from corporations.

☐ **Attend a mandatory training**

Trainings are only available in the Spring as the timeline is such that all solicitations must occur by December 2022.

2022-2023 officers (Presidents, VPs, Financial Officers and Fundraising Officers) **must complete the training requirement to gain access to the application form.**

☐ **Develop a fundraising proposal**

Following these guidelines. Resources can be found here.

☐ **Programming Plan**
- Set and follow a realistic planning timeline for ongoing and one-time programs.
- Intentionally involve members in all aspects of your programs.
- Some questions that may help you clarify what you are doing and why include:
  - Do the program goals align to your organization's goals and mission?
  - What are the program's objectives?
  - Is there a need or interest for this type of program? Are other similar programs being offered?
  - Who is your target audience?
  - Is there enough time and resources to thoroughly organize, publicize and execute the program so that it will be successful?

☐ **Annual Budget**
- All on-campus funding sources, commited and anticipated, must be included (i.e. ASSU funding, ticket sales, departmental sponsorship)
- Anticipated expenses based on real estimates. It is possible to include a small contingency in your budget of 10-15 %, which is especially useful for larger programs.
- Desired amount to raise from your proposed off-campus funding sources. For example, "we hope to raise $ 5,000 from 2-4 targets".
- The fundraising total that you hope to raise should be achievable. The total target approved will be based on your past fundraising success, the length of time you have to fundraise and the quality and thoughtfulness of your overall fundraising strategy.

☐ **Prospect List**

- Here is a template.
- A reasonable number of off-campus targets including: company name, personal contact and relationship to your organization. A long list of random targets is not a good fundraising strategy. Instead, select your most likely targets and concentrate on them.
- New prospects can be added after your request is approved via this form. The company must be approved by the Office of Development prior to solicitation.

☐ **Solicitation Materials**
- A final draft of your solicitation materials (letter, brochure, etc.). It should describe your organization's mission, need for financial support, and solicitation request.

☐ **End Year Report (repeat applicants)** *(Optional)*
- Submit a summary of your final fundraising efforts for the current academic year, if you are a repeat applicant. The ability to steward your funds well will impact future fundraising requests.

☐ **Review proposal with OSE staff (optional)**

If assistance is needed, meet with Alex Lee to review your proposal prior to submitting
https://go.oncehub.com/alexlee

☐ **Submit your fundraising proposal by Friday, May 13, 2022**

Trained officers will be added to the Off-Campus Fundraising group in CardinalEngage and given access to the request form. Well-done, comprehensive and reasonable proposals can typically be processed in 2 weeks. Incomplete proposals can take 1 month or longer.

☐ **Once approved, begin fundraising**

Resources can be found here.

☐ **Fundraise from your approved donor list** *(Optional)*
- Allow 1-3 months for your solicitations to be considered and confirmed.
- The Office of Development processes all donations to Stanford recognized student organizations. It typically takes 6-8 weeks from the receipt of the gift in Development before it is transferred to your ASSU account, so plan accordingly.
- Refer to this document for instructions on how sponsors can send gifts to student orgs.

☐ **Document your fundraising activity** *(Optional)*
- Track donations and donor activity throughout the year. A donation tracker will allow you to visualize the amount you've collected.

☐ **Steward and thank your donors** *(Optional)*
- Timely, student-oriented and clever thank yous are best. A framed photo of your event, Stanford swag or a thank you card signed by members are all simple and meaningful ways to thank your funders.

- Send a donor report at the end of the year with a message of gratitude and information on how resources were used and the impact they made. This can help open up the lines of communication for future asks.