

Collaborating with the ISU Foundation on Fundraising for Student Organizations

Overview:

Iowa State University Foundation (ISUF) staff members manage the comprehensive relationships that most companies have with Iowa State University. Companies benefit from a single point of entry and we are able to tailor the opportunities we present to them based on our knowledge of the company's needs and priorities on campus. Our involvement in your solicitation helps us to maintain the most up-to-date record of a donor's comprehensive relationship with ISU, and to make sure philanthropic gifts receive proper credit.

This approval process can take up to four weeks.

Before you begin:

We work with several student organizations across campus on corporate fundraising/sponsorship efforts and we have a process for approving requests to contact companies with which we work. A description of the process and the required form can be found on the Student Activities Center website, under "fundraising," then "corporate entities." Please note that the form

- must be signed by your faculty adviser
- must include a list of the companies you would like to solicit
- names and email addresses for company representatives with whom you are working

Your faculty adviser may be able to assist with identifying potential companies and contact names. We need to see the solicitation materials you plan to use. It is to your advantage to address your letter to a person, include ask amounts or sponsorship levels, along with the benefits donors will receive. Companies are looking for visibility and return on their investment (ROI).

Upon completion of the approval process, we will provide you a list of companies (including names and addresses) you are approved to solicit.

During the process:

We work with student organization members to ensure the sponsorship materials reflect the most efficient process for donors to follow when contributing. The ISUF is a 501(c)(3) organization and charitable contributions to student organizations are tax-deductible, provided the benefits a donor receives do not pose any potential conflict with IRS tax regulations. Corporate donors may require the ISUF's financial information (such as our tax ID # or a copy of our IRS determination letter) in order to make a contribution. Our review of sponsorship materials before they are sent to potential donors will help ensure these issues are covered.

Charitable contributions should be mailed to the ISU Foundation using the address below:

Attn: Corporate Relations
P.O. Box 2230
2505 University Blvd
Ames, IA 50010

Helpful Tips:

Below are a few pointers about corporate fundraising, gleaned from our years of helping student organizations at ISU raise money.

- It is most effective for the student organization to develop a fundraising plan (how much money do you need to accomplish your goals, what are the benefits of sponsorship, define ROI, how will you work with corporate sponsors, etc.).
- It is most effective for the student organization to create a letter/email message to solicit sponsorships. We recommend including information about what the organization is/does, what they want to accomplish, how the company can help achieve those goals, and how to make the gift. Companies should be presented with specific giving level(s) instead of leaving it up to the company to decide what to contribute. The ISUF can help edit/polish

that correspondence, but we do not create or send it. Include a deadline for when you would like to receive your funding.

- It is strongly recommended that your letter be addressed to a specific person. If you don't know anyone at a company, perhaps your faculty sponsor has a recommendation or career services staff can provide you contact names.
- Your letter should include ways a donor will benefit from making a gift, such as opportunities to speak with your group, be listed on websites or t-shirts, and other ways the company's visibility will be enhanced.
- It is the student organization's responsibility to fundraise for their cause. The ISUF can approve requests to contact our donors and we would be happy to help distribute the group's fundraising materials to other companies when appropriate, but we do not have the personnel to devote to every organization's fundraising efforts.

Note that student groups should not maintain their own address lists or databases. ISU Foundation maintains up-to-date addresses and contact details. This process should be repeated each time you need information or want to solicit donors.