

Guidelines for Haas Student Group Fundraising

The number of Haas School student-led conferences and special events held each year is growing. Many groups are turning to corporate sponsors to help defray the cost of events. The Haas School Development Office has developed guidelines to help coordinate these student fundraising efforts. These guidelines will help ensure that: 1) companies and individuals receive appropriate acknowledgement of their donations from Haas and UC Berkeley, 2) new solicitation efforts do not jeopardize proposals already being considered, and 3) help preserve and develop long-lasting positive relationships between individual and corporate donors and UC Berkeley.

The policy of the University requires that all departments, programs, and groups (including student groups) have their solicitation prospects reviewed by their departmental or college development office and the central UC Berkeley development office before the solicitation process begins. The Haas School Development Office will act as the reviewing department for student fundraising requests and will seek the appropriate UC Berkeley clearances and approvals as needed. The Haas School Development Office must review and approve all corporate and individual solicitations by Haas student groups for donations of cash or in-kind goods or services over \$1,500. The main contact for student fundraising in the Haas Development Office is Jeff Rhode, who can be reached at 642-1907 or via e-mail at rhode@haas.berkeley.edu.

Seeking donations less than \$1,500

Students may contact previous or new employers or recruiters for donations of items in their business line, or cash donations of less than \$1,500. For requests over that level, campus approval is necessary and you should follow the guidelines outlined below. In order for any donation to be considered tax deductible it must still be processed through the Haas Development Office. Processing the gift through the University will also ensure that the donor receives appropriate recognition of their generosity from the Haas School and UC Berkeley.

Obtaining approval for your solicitation plan and prospects

If you plan on hosting an event which will require fundraising for an event, we suggest that you begin preparing at least four to six months prior to the event. The first step will be to request approval for the event from the MBA or undergraduate program office. Once your event has been approved and you have determined that you will need to seek corporate donations for your event, you should contact the Haas Development Office to obtain approval to solicit identified prospects. Please submit your request to fundraise and supporting documentation to Jeff Rhode in the Development office (rhode@haas, 642-1907). The Haas Development Office will review your proposal and list of prospects and you will receive a response by e-mail within seven days.

Below is a list of the information that the Development Office will need in order to evaluate your request to solicit company donations in excess of \$1,500 and to obtain the appropriate clearances from campus officials.

1. Fundraising goal & budget outline for the event
2. A paragraph or two stating the reasons why your group needs to fundraise for the event
3. Brief description of your event (purpose, theme, target audience, event dates)
4. Outline of giving levels being offered to potential sponsors
5. Description of the benefits offered to potential sponsors

6. Rough draft of a solicitation letter to the donors
7. A list of the companies that you would like to solicit noting the reason you would like to solicit them (E.G. speaker/panelist company, company related to conference topic, expressed interest to career center, previous year sponsor)
8. Group's fundraising contact name & e-mail address

Identifying prospective sponsors and donors

Student groups raising funds for conferences, club events, etc. should always begin by looking at sponsor lists from previous years. Past sponsors should be offered the opportunity to renew their support before new sponsors are solicited. If additional sponsors are needed, we encourage students to work with faculty advisors, MBA/UG program directors/staff, and appropriate account managers in the Career Center to develop an appropriate list of prospective corporate donors. Please remember that all prospective donors suggested to you by other Haas School faculty and staff must be cleared by the Haas Development Office if you plan to solicit donations in excess of \$1,500.

What to do when companies request proposal for sponsorship

The same solicitation policy holds when a company approaches a group requesting sponsorship information. The Haas Development Office still must obtain the appropriate approval for your activities from UC Berkeley and check to see if their any other proposals are under consideration. Generally, approval to solicit a company that requests a proposal is granted.

Tips on soliciting sponsorships and donations

Requests to potential sponsors should be made in writing with a professional quality letter/proposal. Be sure to include the following key pieces of information:

- the purpose of the request
- history of the event/program
- recognition being offered to donors
- instructions on how to make the gift
- indications of follow up expected by student committee members

We suggest that you also include a sponsorship pledge form that a company representative may use to clearly designate the level and type of support the company will give to the student group. Companies tend to process donations more quickly if a pledge form has been signed by a representative. In addition, pledge forms will also assist with donor follow up and stewardship.

Soliciting alumni for sponsorship and/or invite alumni to attend events

California privacy laws prohibit us from granting broad access to the alumni database for solicitation purposes. However, if students are interested in promoting events to alumni, they can make use of the various alumni email distribution lists, which are maintained by the alumni office. While the primary focus should be on inviting the person to attend, a line on the reply form could be added: "I can't attend the event but would like to support the _____ My \$_____ donation, made out to _____ is enclosed.). Contact: **Sue Clifton** in Alumni Relations with a draft of the information/ copy you would like to distribute – clifton@haas, 642-7790.

Processing donations and ensuring the donation is tax-deductible

In order for the gift to be a tax-deductible charitable donation for the donor, checks must be processed through the Haas Development Office. This will also insure that the Haas School & UC Berkeley will be able to recognize the donation from the company or individual. Keep in mind that any gift check payable to UC Regent will be assessed a 6% gift tax fee.

Corporate Sponsorship Fund Receipt Process

When the sponsor confirms that it will give you funds, ask if the organization wants the funds to be tax exempt – i.e. do they require a W-9 form from the University?

If yes,

- ask them to write the check to: University of California Regents
- mail to: Evelyn Ortman, Development Office, Haas School of Business, 545 Student Services Bldg., #1904, Berkeley, CA 94720
- under memo, please indicate the club name
- include accompanying documentation stating that the donation is designated to the specific student organization or event

Once the check is received, the Development Office will issue a gift acknowledgement from the Dean stating that the gift qualifies as a charitable donation and notify the student group contact person.

If no,

You can have the check made directly to your club and deposit it into your checking account.

VERY IMPORTANT NOTE:

If you do not ask the sponsor the question and instead have the check made directly to you, your club cannot issue a W-9 form. So, if the company asks for a W-9 form at the end of the year, you will have to refund them the first check amount and have them re-issue a check to the UC Regents so that the University can issue them a W-9 form. This is an arduous process that you do not want to put the company sponsor through, so please ask them the question at the outset of this process. If you have any specific questions regarding the gift processing you should contact Evelyn Ortman at 643-5341 or evortman@haas.

Donor Stewardship

When developing sponsor and donor benefits, be realistic. Do not offer services or recognition that you may not be able to fulfill. Students are encouraged to give donors visibility for their donations, by noting their support in publications and promotions related to the activity. We suggest that you contact your sponsor and inform them of how you plan to use their name and logo while marketing the event. Many companies and non-profit organizations do have policies regarding the use of their name and logo in publications and on the web.

We also suggest that you send copies of the marketing pieces to your donors and write a personalized thank you letter to each donor after the event. The letter should highlight the success of the project/event, including information about attendance, media coverage, etc. Copies of thank you letters should also be sent to Jeff Rhode in the Haas Development Office for

the School's files. A thank-you box in *HaasWeek* and photos in *CalBusiness* are also effective ways to give sponsors visibility. You should be sure to recognize donor/sponsor support in event press releases or articles written about the event.

After the event

At the end of the event the Haas Development Office needs a summary of the responses from the companies that you solicited and the names of the contact(s) at the company. This will help our office better coordinate the various student fundraising efforts at Haas and create a historical database that groups can use for future fundraising efforts.

Student Event Fundraising Checklist

3 months before event (at minimum)

- Determine event budget
- Is fundraising necessary for this event? Yes / No

If Yes:

- Determine fundraising goal
- Select fundraising coordinator for the event
- Create sponsorship levels & giving benefits
 - Will you be soliciting for amounts greater than \$1,500? Yes/ No
- Develop draft sponsorship packet materials
 - Case articulating why they should support your project
 - Brief description of your event (purpose, theme, target audience, event dates)
 - Outline of giving levels being offered to potential sponsors
 - Description of the benefits offered to potential sponsors
- Identify prospective corporate sponsors. If possible, identify contact at each company.
- Submit fundraising materials to Haas Development Office
- Once approved, begin sending sponsorship letters

2 months before the event (at minimum)

- Begin follow up calls to first round of potential sponsors
- Send potential sponsors additional information if required
- Letter confirming donation and benefits to companies that pledge support
- If donation pledged, confirm policies regarding use of name and logo in print and web media
- Send second round of sponsorship packets (if needed)
- Update the Haas Development Office of accepts and declines. If needed, request approval to solicit additional companies

1 month before the event (at minimum)

- Follow up with companies who have not responded
- Send event invitations to corporate supporters
- Update the Haas Development Office of accepts and declines

After the event

- Fulfill any donation reporting requirements to corporate supporters
- Send thank you letter to sponsors include:

- Summary of event success
- Copies of any pertinent photos with corporate contacts
- Copies of articles in print or web publications about the event
- Final update to the Haas School Development Office with final list of accepts and declines