

STUDENT CLUB GUIDELINES FOR CORPORATE FUNDRAISING

Please read all instructions before asking a company to support your organization. Adhering by this guide will ensure that your organization, Foster, and the UW are presenting a professional, consistent, and respectful position to our corporate community.

MAKE A PLAN – summer/fall

Before reaching out to companies for funds:

- Review the University [RSO Policy Guide on Fundraising](#).
- Attend a quarterly check-in with the Advancement Team and/or schedule a meeting with the Foster Advancement, Eileen Herbert Bhatia, Assistant Director of Corporate Relations: eileenhb@uw.edu or 206.616.9178. ***This is required if you plan to solicit any of the organizations [posted online here](#).**

CONNECT WITH COMPANIES – three months before engagement

- Set clear expectations. Be sure to communicate event plans and obligation expectations with your partners from initial contact.
- Successful relationships between RSOs and organizations are mutually-beneficial. We encourage you to review sample sponsorship packets and determine a sponsorship structure that works well for your RSO. Some benefits you may consider offering include:
 - Logo placement and verbal recognition. Mentions in social media posts, media outlets.
 - Resume book.
 - Table at the event (for higher level sponsors).
 - Reciprocal visit or partnership event with students (for higher level sponsors).
- Things to keep in mind:
 - We do not allow companies to use RSOs as a vehicle to stage their own event on campus property or to reserve a campus room for a company function (i.e. running a workshop about the organization or product, or hosting an event aimed exclusively at recruitment).
 - RSOs must clearly identify their affiliation with Foster as "A Registered Student Organization at University of Washington Foster School of Business".
 - Local businesses are especially likely to participate in student initiatives, particularly through in-kind donations of goods or services. However, they often receive many requests from Foster and clubs.

RECEIVE FUNDS – once a company has committed to give your RSO funding

- Invoice and process all corporate donations through Foster Advancement.** Contact Eileen Bhatia with the company contact for invoice processing, and a formal tax receipt will be mailed to the funder. Once the donation has been received by the University, funds will be available through the Foster Community Fund. *For undergraduate clubs:* please contact Krista Jacobs directly to access these funds. *For graduate clubs:* Please work with Norah Fisher on the process to access funds.
- Record all contributions and income received**, and the purposes for which the money was donated. Be sure to have a strong officer transition plan in place which includes sharing of records (and context) of past donations. View the RSO Officer Transition Guide for help.

THANK YOUR FUNDERS – during and after engagement, and again at the end of year

- Thank your funders.** This may include thank you cards, social media posts, logo placements, verbal recognition, and much more during and after the funded activity has taken place. Some examples include:
 - Written letters of acknowledgement and thanks
 - Thank you card signed by event attendees/committee
 - Photo collage of student images and positive quotes from the event
 - Social media thank you post(s)