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)