



## Request to Conduct Fundraising Activity

*In order to identify the several and various fundraising needs within the College community and to coordinate fundraising efforts campus-wide, this form must be completed and submitted to the Vice President for Advancement through the Cabinet member whose programmatic responsibilities most closely align with the nature of the project. This request must be approved and the activity added to the College's fundraising agenda prior to conducting any fundraising event or other fundraising activity such as direct or indirect solicitations by mail, electronically, in person, or through publications. All proposed printed and/or distributed materials must be reviewed by and receive prior written approval from the Advancement Division before use.*

### Steps for Submitting Requests

1. Please indicate whether the funds requested will be for the operational budget, capital budget, or endowment.
2. Please indicate whether this request is being submitted for current or future budget year(s) or both.
3. Please read carefully the descriptions of different appeals on the back of this sheet and select the one you think most aptly describes the fundraising activity you wish to undertake.
4. If you will need assistance with the creation and/or design of printed materials for the event, please submit a Graphic Support Form at least eight weeks prior. All proposed printed and/or distributed materials must be reviewed and receive written approval from the Vice President for Advancement before use.
5. Please attach a brief narrative that addresses the following:
  - A. A description of the project requiring funding.
  - B. Rationale for support.
  - C. A proposed project/program budget.
  - D. A breakdown of the budget's funding sources.
  - E. An explanation of how the program/project will be funded if fundraising effort fails.
  - F. A description of the proposed fundraising effort.
  - G. A list of proposed donors or categories of individuals or groups you feel would be motivated to support this project/program with charitable gifts.
  - H. Timeline for the fundraising activity to take place.
  - I. Will donor(s) receive any kind of gift(s) or service(s) in exchange for contribution? If so, please note the nature and financial value of the gift.
6. Please complete and sign this form and submit to the appropriate Cabinet member for endorsement to the Advancement Division.

Project/Program Name \_\_\_\_\_ Dept. \_\_\_\_\_

Submitted by: \_\_\_\_\_ Title \_\_\_\_\_

\_\_\_\_\_ Current Budget Year    \_\_\_\_\_ Future Budget Year(s)    \_\_\_\_\_ Both Current and Future

\_\_\_\_\_ Operations    \_\_\_\_\_ Endowment    \_\_\_\_\_ Capital

\_\_\_\_\_  
Signature of Vice President

\_\_\_\_\_  
Department

**APPEAL TYPES**

- **Subscriptions.** Some groups and programs lend themselves to recurring subscriptions by individuals who would like to help underwrite those groups/programs with a charitable gift. Each year, both the anticipated income from such subscriptions and the expenditures to be underwritten by the subscription must be included in the subscribed group/program’s proposed budget. Appeals for new subscriptions will be limited to passive appeals in publications or at events. Renewal appeals will be limited to certain times of the year in order to coordinate with the overall fundraising calendar.
- **Special Events.** Some groups or programs attempt to underwrite part of the expenses they will incur in a given year with a special event designed to raise money. If the group/program intends to present the event as providing an opportunity for charitable donations or intends for the school to issue charitable gift credit to any participant or organizer in the event, the event falls under the purview of these guidelines. Like subscriptions, both the anticipated income from such events and the expenses must be included in the group/program’s budget and budget proposal. The timing of the special event and the list of prospective participants must complement other fundraising initiatives undertaken throughout the year. Both of these factors must be outlined in the budget proposal.
- **Targeted Appeals.** Targeted appeals are solicitations on behalf of the College of a limited constituent base selected for its likely affinity to the proposed project. The Advancement Division has the capacity to organize and produce a limited number of these appeals each year. The fundraising calendar will reserve January and July for this type of appeal each fiscal year.
- **Direct Appeals.** Individuals/groups/programs may, from time to time, wish to appeal to one individual or organization that they think would fund a project or program of interest to the College. With the endorsement of the Cabinet member related to that individual/group/program, the individual/group/program may request of the Vice President of Advancement that the item be placed on the fundraising agenda. The Advancement Division will offer limited assistance in preparing such a proposal. If the solicitor has a potential donor in mind, the Advancement Division will determine if that donor is likely to be interested in such a project and whether or not this particular proposed appeal complements or detracts from any relationship(s) already in place. In cases in which no donor has been identified, the Advancement Division, time permitting, will conduct cursory and limited research to provide a list of potential donors. Once the solicitor has prepared a proposal, the Advancement Division will review and prepare it for submission to the potential donor and/or develop a strategy to increase the likelihood of a positive response.

**Approval**

**President** \_\_\_\_\_ **Date** \_\_\_\_\_

**VP for Advancement** \_\_\_\_\_ **Date** \_\_\_\_\_



***Commitment Form***

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*Name*

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*Address*

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*City State Zip*

I/we pledge and agree to support the **Centenary Fund** with a commitment of

\$ \_\_\_\_\_ for fiscal year \_\_\_\_\_ that will be paid prior to June 30, \_\_\_\_\_.

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*Signature*

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*Date*