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**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 Development Division through the Vice President 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 Development Division before use.*

**Steps for Submitting Requests**

1. Please indicate whether the funds requested will be for the capital budget, endowment, or project-based.
2. Please indicate whether this request is being submitted for current or future budget year(s) or both. Also indicate if it will have long-term budget implications.
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 initiative, 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 Development before use.
5. Please use the attached form to create a brief narrative that addresses the following (as applicable):
6. A description of the project requiring funding.
7. Rationale for support.
8. A proposed project/program budget.
9. A description of the proposed fundraising effort.
10. A list of proposed donors, categories of individuals or groups you feel would be motivated to support this project/program with charitable gifts.
11. Timeline for the fundraising activity to take place.
12. 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.

PROJECT NARRATIVE

Project description.

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Rationale for support.

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Proposed project/program budget.

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Description of the proposed fundraising effort.

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Proposed donors, categories of individuals or groups you feel would be motivated to support this project/program with charitable gifts.

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Timeline for the fundraising activity to take place.

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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.

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**APPEAL TYPE – Check One**

□ **Targeted Appeal.** Targeted appeals are solicitations on behalf of the College of a limited constituent base selected for their likely affinity to the proposed project. The Development Division has the capacity to organize and produce a limited number of these type appeals each year.

□ **Direct Appeal.** 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 vice president related to that individual/group/program, and following approval by the cabinet, the appeal will be placed on the fundraising agenda at the discretion of the Vice President for Development. The Development Division will offer limited assistance in preparing such a proposal. If the individual/group/program has a potential donor in mind, the Development 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 the cases in which no donor has been identified, the Development Division, time permitting, will conduct cursory and limited research to provide a list of potential donors.

Once the individual/group/program has submitted a request that is approved by the cabinet, the Development 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.

Please complete and sign this form and submit to the appropriate Vice President for endorsement to the Development Division.

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

Submitted by: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Title\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

\_\_\_\_\_\_\_Current Budget Year \_\_\_\_\_\_ Future Budget Year(s) \_\_\_\_\_\_Both Current and Future

\_\_\_\_\_\_\_Operations \_\_\_\_\_\_Endowment \_\_\_\_\_\_Capital \_\_\_\_\_ Project-Based

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Signature of Vice President Department

**Approval**

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

**VP for Development \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_**