

Club Fundraising Guidelines, 2009-10

Recommended Fundraising Strategies

- Friends and Family Mailing
- Alumni and Past Supporter Mailing
- Corporate Sponsorships
- Event Fundraising

Friends and Family Mailing Tips

- 1) Get a list of at least 20 friends and family members and their addresses. Your parents should be able to help out with this part!
- 2) Write a compelling letter that tells the story of your team. Talk about successes and what you are able to do because of financial support. Think travel, equipment, etc. Explain your fundraising goal and how much each team member needs to bring in to reach it.
- 3) Complete the fundraising approval form and have Kendra sign it.
- 4) Once you know how many people you'll be mailing to, ask Kendra for letterhead and envelopes for the appropriate amount so you can print your letters.
- 5) Get the team together for an hour or two so you can sit down and address your letters. Self address each envelope to better ensure the letter gets opened.
- 6) Sign your own name at the bottom of the letter and write one or two sentences to the person receiving the letter. Something like: "Hi Aunt Roma! Hope you and the family are doing well! Love, Sam"
- 7) Include the pledge form and business reply envelope provided to you by the Foundation. The pledge form will help the Foundation Office put the money in the appropriate fund for your team and the business reply envelope will ensure it gets to the Foundation.
- 8) Write your student ID number on the pledge form in the appropriate area.
- 9) All donations MUST go through the Foundation Office: Old Main 430

Alumni and Past Supporter Mailing

- 1) This is a great mailing to do in conjunction with your friends and family mailing. Contact Amber Asbjornsen at the Foundation for a list of alumni and past supporters.
- 2) Follow the steps 2-9 above.

Corporate Gifts and Sponsorships

- 1) Come up with a list of corporations and businesses that you'd like to contact to ask for support and/or sponsorships. Think of businesses who would feel proud to support your efforts. For example, the Cycling team would consider asking Kulshan Cycles.
- 2) Send the list of businesses and corporations to Amber in the Foundation Office for approval.
- 3) In order to count a sponsorship as a tax deductible, charitable donation, you cannot give them advertising in exchange for the gift. However, LOGO placement is ok! The difference? Advertising encourages the purchase of their product; logos simply acknowledge them as a supporter.

Event Fundraising

- 1) Bring pledge forms and business reply envelopes to games and events to encourage people to give while they're feeling the most connected to the team.

Other Soliciting

- 1) Gifts can be made online at www.wwu.edu/give. Ask your donor to include the name of your club sport in the gift designation box. They can also call to make a gift over the phone: 360-650-3027.
- 2) If you talk to someone who wants to send in a gift and they don't have a pledge form, please ask them to write the name of your team in the memo line of their check and send it to the below address, checks made payable to the WWU Foundation.

Donor Stewardship

- 1) The foundation office will send a thank you letter and gift receipt for tax purposes on your behalf. However, if you would like a list of donors so you can thank them yourself or include them in any of your sponsorship materials, ask Amber for the list.

All gifts must go through the Foundation Office

WWU Foundation
516 High Street
Old Main 430
Bellingham, WA 98225-9034

Checks made payable to: WWU Foundation

Amber Asbjornsen, Director of Annual Giving, WWU Foundation, Amber.Asbjornsen@wwu.edu, 650-3616