University Funding Opportunities

Student Government Funding Board

Student Government’s funding board is designed to financially assist organizations with programs, events, activities, special projects, and educational activities. Student Government (SG) seeks to fund activities which are of potential benefit to the entire student body.

Funding Criteria and Guidelines

1. The organization seeking funding must register with SG.
2. A representative from the organization must attend a funding informational meeting* or schedule a meeting with the SG Treasurer.
3. The organization will need to turn in a funding proposal to the Administrative Assistant in Campus Life, University Center 202, by the published deadline*. At this time, the organization must also schedule a time to meet with the Funding Board.
4. Present program, budget request, and line items to Funding Board during scheduled time.
5. Immediately following the Funding Board hearing*, the organization will be notified whether or not their proposal was approved.
6. Funding request will then go before the Student Government Senate for final approval. A representative from the organization must be present at the meeting.
7. Organizations will be notified of the final allocation within two weeks. Upon receipt of this notification organizations must schedule a meeting with the Business Analyst for Campus Life.
8. Attend scheduled meeting with the Business Analyst for Campus Life to disperse spending of allocated funds.
9. After the programming event, a representative must meet with the Business Analyst for Campus Life to close out the program budget. At this time it will be determined whether or not all allocated funds were used. Any unused funds will be made available for other organizations.

If a student organization incurs expenses that were not approved by SG Funding Board, the organization must cover the costs.

*For information on the dates of Funding Board informational meetings, funding proposal deadlines, and hearings, please see visit the Student Government website, [http://www2.semo.edu/studentgov/](http://www2.semo.edu/studentgov/).

For more information, please contact Jim Essner, Business Analyst, University Center 202, MS 1200, (573) 651-2280, jessner@semo.edu.
Dollars for Innovative Campus Events (D.I.C.E.)

Dollars for Innovative Campus Events (D.I.C.E.) is one funding source for any student or student organization hosting programs over the weekend. The program funds events that are planned to directly enhance the co-curricular experience at Southeast Missouri State University.

D.I.C.E. Guidelines

1. D.I.C.E. Budget Request Forms may be submitted by a registered student organization(s) or individual student at least four weeks prior to the event date. (University Departments are not eligible). The budget request must include and explain all costs for the event.
2. The event must be open to the entire campus community and held on campus beginning at or after 5:00 p.m. on Thursday through Sunday evening.
3. Events must be free for Southeast students in order for funding to be approved.
4. An application must be submitted for individual events. The review committee will only consider one request from an organization or individual at a time.
5. The maximum amounts allocated are $350 per D.J. or other professional service and $750 total for an event. Students will not be allocated funding for more than three events per semester. Not all allocation requests will be funded.
6. For any event that ends after 8 p.m., an Evening Social Functions Event Worksheet must also be filled out and submitted to the Scheduling Office, University Center 413.
7. Applicants must meet with the Coordinator for Campus Programming to process the application, review a plan for the event, and finalize budget requests. Allocation decisions will be made at this meeting.
8. Students or organizations will be notified of the allocation decision at the meeting, as well as via e-mail.
9. D.I.C.E. will not pay sales tax. A tax-exempt letter will be given to all organizations or individuals that are allocated funds.
10. Funds may be used for labor costs, speakers, movies, snacks, supplies, etc. Funds may not be used for student travel, salaries, commemorative t-shirts, banquets, dinners, or cash prizes.
11. All event advertising must include the D.I.C.E. logo.
12. The programmer must meet with the Coordinator for Campus Programming within two-weeks following the date of the event to complete an evaluation and turn in receipts; otherwise, the organization or individual forfeits all rights to the allocated funds. Forfeited funds are then available to other D.I.C.E. requests.


For more information, please contact the Coordinator for Campus Programming, University Center 202, MS 1200, (573) 651-2280, jshaver@semo.edu.
Finance

Student Organization Bank Account

Student organizations that collect dues or utilize other funds not provided by Southeast Missouri State University (either through SG funding, D.I.C.E., or another university department) may want to open a bank account with a third party vendor.

Southeast Missouri State University does not provide university accounts for student organizations to house money not provided through university funds.

Selecting a Financial Institution

- Select a bank that has a convenient location with friendly and helpful people.
- Research account options.
  - Look for a free checking account, but pay special attention to minimum balance requirements and associated fees.
  - Is online banking available? How many people can have access to online account information? Is this a secure option for your organization?
  - Consider if you want checks and/or an ATM/debit card. Who will be responsible for the checks and ATM/debit card? How can you ensure security of the pin number(s)?

Steps to Open a Bank Account

1. Obtain an Employer Identification Number (EIN) for your student organization from the Federal Internal Revenue Service (IRS). The form is available online, https://sa1.ww4.irs.gov/modiein/individual/index.jsp. Be sure to print and save at least three copies of the form. Give one to your student organization advisor, keep one with your organization’s financial files, and keep a third to take to the bank.
   - If applying online, under 1. Identity, select “View Additional Types, Including Tax-Exempt and Governmental Organizations.” Most student organizations are considered “Social or Savings Club” or “Sports Teams (community)” not “PTA/PTO or School Organization.”
   - ***“PTA/PTO or School Organizations” are reserved for student organizations sponsored by a university department; these are typically honorary societies (ex. Omicron Delta Kappa, National Residence Hall Honorary) or major-specific organizations (Criminal Justice Association, Student Nurse Association).
2. Contact the Coordinator for Leadership Development, University Center 202, MS 1200, (573) 651-2280, leadership@semo.edu, for an official university memo from Campus Life confirming that your student organization is registered with Southeast Missouri State University.
3. Develop minutes (notes summarizing the proceedings of a meeting) that indicate your organization’s intention to open a bank account, including a list of the people who will be signatories. One of these people must be your student organization advisor. The student organization Treasurer and President should be the other two signatories. A minutes template is available on page 5.
4. Go to the bank you selected and take:
   - EIN confirmation page
   - Memo from Campus Life
   - Minutes listing authorized bank account signatories
   - ***Typically, all signatories must be present when the bank account is opened. Signatories may be asked to provide State-issued identification and/or social security numbers.
Minutes Template to Apply for a Bank Account

Highlighted information should be updated for your specific organizational needs

[NAME OF STUDENT ORGANIZATION]

Meeting Minutes
[Month Day, Year]

Opening:
The regular meeting of the [Name of Student Organization] was called to order at [time] on [date] in [location] by [Meeting Chair/President].

Present:
[List of Attendees]

A. Approval of Agenda
[The agenda was unanimously approved as distributed.]

B. Approval of Minutes
[The minutes of the previous meeting were unanimously approved as distributed.]

C. Open Issues
[Summarize the discussion for each existing issue, state the outcome, and assign any action item.]

D. New Business
[Summarize the discussion for new issues, state the next steps, and assign any action item.]

For a new account:
MOTION to approve the following members to serve as signatories on the new bank account to be opened at [Bank Name].

Primary signatory (Student Organization Advisor)
Name
Contact Information

Secondary signatory (Treasurer)
Name
Contact Information

Tertiary signatory (President/Chair)
Name
Contact Information

SECONDED AND PASSED.
For an existing account:
MOTION to approve the following members be removed as signatories on the existing bank account located at [Bank Name].

Name
Contact Information

Name
Contact Information

SECONDED AND PASSED.

MOTION to approve the following members as new signatories on the above mentioned account.

Name
Contact Information

Name
Contact Information

SECONDED AND PASSED.

E. Agenda for Next Meeting
[List the items to be discussed at the next meeting.]

Adjournment:
Meeting was adjourned at [time] by [Person]. The next meeting will be at [time] on [date] in [location].

Minutes submitted by: [Name]

Approved by: [Name]

***For more information on how to conduct a formal meeting, please consult the Roberts Rules Guide located in the Resource section of the Student Organization website, http://www.semo.edu/leadership/studentorgs/resources.htm.
Tax-Exempt Status

Registered student organizations are not automatically considered tax-exempt. Registered student organizations may only use Southeast Missouri State University’s tax exemption ID number when using funds allocated by Student Government, D.I.C.E., or another university department.

Student organizations affiliated with a national/international organization may be able to use the tax-exempt status of the parent organization. Student organizations should consult with their headquarters for more information.

Student organizations that are not using Southeast Missouri State University funds and do not have a national/international organization tax-exempt number available to them may be eligible to apply for 501 (c) tax-exempt status on their own.

Student organizations interested in applying for 501 (c) tax-exempt status will need to follow the follow steps:

- File Articles of Incorporation of a Nonprofit Corporation, [http://www.sos.mo.gov/forms/corp/corp52.pdf](http://www.sos.mo.gov/forms/corp/corp52.pdf), with the State of Missouri, pg. 4-5. Please note there is a $25.00 fee associated with filing. Contact the Missouri Secretary of State office if you have questions or would like additional information: (866) 223-6535.

- File a Missouri Sales/Use Tax Exemption Application, [http://dor.mo.gov/forms/1746.pdf](http://dor.mo.gov/forms/1746.pdf), and include a copy of your Articles of Incorporation after they have been returned by the Secretary of State. Contact the Missouri Department of Revenue Taxation Bureau if you have questions or would like additional information, (573) 751-2836.

*Please note:* Many student organizations **WILL NOT** qualify for 501 (c) tax-exempt status. Please contact the Missouri Department of Revenue Taxation Bureau to see if your organization may be eligible for tax-exempt status prior to Articles of Incorporation of a Nonprofit Corporation with the State of Missouri and paying the $25.00 fee.

If your organization is considering applying for tax-exempted status, we highly suggest contacting the Coordinator for Leadership Development, University Center 202, MS 1200, (573) 651-2280, leadership@semo.edu, to review the process prior to completing the above steps.
Budgeting

A budget is a tool used for planning and controlling your financial resources. It is a guideline for your plan of action, expressed in financial terms within a set period of time. A budget does not have to be complex, as the information below will explain.

What a Budget Accomplishes

- Refines goals
- Compels members of the organization to use funds efficiently
- Provides accurate information to analyze, adjust and evaluate programs
- Aids in decision making
- Provides a historical reference to be used for future planning

Pre-Budget Considerations

- Knowing your organization's priorities, objectives and goals helps as you prepare your budget. As you begin, ask yourself the following questions:
  - What is the budget time period? (e.g. semester, school year)
  - What does your group want to accomplish most?
  - How will you accomplish this goal?
  - How much will it cost?
  - Where will the money come from?

Preparing Your Budget

If your organization has been in operation for a fair amount of time, the easiest way to prepare a budget is to start by recording your last two or three years of actual financial data by year. Historical financial data will allow you to compare trends and identify major expense centers. It will also point out areas where your group is growing or declining and indicate areas where reductions and cost savings might be possible. This historical information can then be used as a basis for preparing a current year budget forecast. The budget forecast is adjusted and modified from the historical data for projected major changes in revenues, programs, or expenditures. Obtain historical data from your organization's records to assist you in this process. If your organization does not have these records, begin creating a system now so they can be used in the future.

When developing your budget, remember to be realistic and even conservative. Don’t plan for a tab of $2/person for a steak and seafood dinner dance; it probably won’t happen. The budget must be flexible to anticipate conditions which might have been overlooked during the planning process.

Following are some ideas to consider when planning and laying out your budget:

- Prepare an outline of the organization's planned future activities
- Determine and record available funds (e.g. carryover balance from previous year)
- Estimate and record expected income and when it will be available (e.g. membership dues, fund raiser revenue, etc.); Each of these sources should be listed separately in the income section
- Define and record needed expenses (e.g. national membership dues, retreats, socials, membership education, alumni relations, conferences, recruitment, supplies, printing, etc.)
- Review, revise and assemble information into a final budget
- Have members vote for budget approval
Managing the Budget

- Once prepared and approved, the budget should be closely managed
- Set and maintain a minimum cash balance
- Formulate general policies and procedures needed to achieve objectives while providing internal control (i.e. allow only approved expenditures)
- Keep an accurate written log of financial transactions (income and expenses)
- Compare the budget to your actual logged expenditures

While most organizations use a treasurer to manage financial matters, it is important that more than one person understand the financial operations of the group. Even the best of treasurers need expectations and direction. Requiring monthly financial reports and documentation could help divert a financial disaster. Be sure your student organization and advisor is informed of all financial matters.

Common expenses and income sources to consider when preparing your budget:

<table>
<thead>
<tr>
<th>Expenses</th>
<th>Income sources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Office expenses</td>
<td>- Rollover funds from previous years</td>
</tr>
<tr>
<td>- Copies, paper, staples, tape, pens, fax, postage</td>
<td>- Interest from savings account</td>
</tr>
<tr>
<td>Room/Equipment rental</td>
<td>- Dues</td>
</tr>
<tr>
<td>- Sound, lighting, tables/chairs, tent</td>
<td>- Admission fees to your events</td>
</tr>
<tr>
<td>Food</td>
<td>- Donations</td>
</tr>
<tr>
<td>- Food, beverages, ice, linens, dishes, utensils</td>
<td>- Fundraisers</td>
</tr>
<tr>
<td>Decorations</td>
<td>- SG Funding</td>
</tr>
<tr>
<td>- Balloons, party supplies</td>
<td>- D.I.C.E.</td>
</tr>
<tr>
<td>Marketing</td>
<td></td>
</tr>
<tr>
<td>- Printing services, markers, poster paper, paint, chalk, t-shirts</td>
<td></td>
</tr>
<tr>
<td>Contracts, services of others</td>
<td></td>
</tr>
<tr>
<td>- Speakers, performers, photographer, DJs, security</td>
<td></td>
</tr>
<tr>
<td>National Dues</td>
<td></td>
</tr>
<tr>
<td>Member recognition</td>
<td></td>
</tr>
<tr>
<td>- Awards, certificates, gifts</td>
<td></td>
</tr>
<tr>
<td>Travel expenses</td>
<td></td>
</tr>
<tr>
<td>- Flight, vehicle rental, lodging, insurance</td>
<td></td>
</tr>
</tbody>
</table>
## Sample Annual Budget

<table>
<thead>
<tr>
<th>Date</th>
<th>Description</th>
<th>Budgeted FY 09</th>
<th>Actual FY 09</th>
</tr>
</thead>
<tbody>
<tr>
<td>07.01.07</td>
<td>Starting Balance</td>
<td>$462.87</td>
<td>$462.87</td>
</tr>
<tr>
<td>08.19.07</td>
<td>Membership Dues</td>
<td>$200.00</td>
<td>$160.00</td>
</tr>
<tr>
<td></td>
<td>Recruitment</td>
<td>($50.00)</td>
<td></td>
</tr>
<tr>
<td>08.20.07</td>
<td>Flyers</td>
<td>($24.00)</td>
<td></td>
</tr>
<tr>
<td>09.09.07</td>
<td>Food at September Meeting</td>
<td>($40.00)</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Office Supplies</td>
<td>($100.00)</td>
<td></td>
</tr>
<tr>
<td>08.04.08</td>
<td>July Copies</td>
<td></td>
<td></td>
</tr>
<tr>
<td>09.01.08</td>
<td>August Copies</td>
<td>($2.68)</td>
<td></td>
</tr>
<tr>
<td>10.06.08</td>
<td>September Copies</td>
<td>($5.24)</td>
<td></td>
</tr>
<tr>
<td>11.03.08</td>
<td>October Copies</td>
<td>($6.64)</td>
<td></td>
</tr>
<tr>
<td>12.01.08</td>
<td>November Copies</td>
<td>($10.44)</td>
<td></td>
</tr>
<tr>
<td>01.05.09</td>
<td>December Copies</td>
<td>($2.24)</td>
<td></td>
</tr>
<tr>
<td>02.02.09</td>
<td>January Copies</td>
<td>($4.42)</td>
<td></td>
</tr>
<tr>
<td>03.02.09</td>
<td>February Copies</td>
<td>($6.32)</td>
<td></td>
</tr>
<tr>
<td>04.06.09</td>
<td>March Copies</td>
<td>($6.68)</td>
<td></td>
</tr>
<tr>
<td>05.04.09</td>
<td>April Copies</td>
<td>($2.16)</td>
<td></td>
</tr>
<tr>
<td>06.03.09</td>
<td>May Copies</td>
<td>$</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Fall Retreat</td>
<td>($100.00)</td>
<td>($86.72)</td>
</tr>
<tr>
<td>09.16.09</td>
<td>Supplies</td>
<td>($200.00)</td>
<td>($196.52)</td>
</tr>
<tr>
<td>09.19.09</td>
<td>Bake Sale - Spring Fundraiser</td>
<td>$200.00</td>
<td></td>
</tr>
<tr>
<td>03.02.09</td>
<td>Baking supplies</td>
<td>($100.00)</td>
<td>($84.53)</td>
</tr>
<tr>
<td>02.20.09</td>
<td>Flyers</td>
<td>($20.00)</td>
<td>($18.24)</td>
</tr>
<tr>
<td></td>
<td>Money raised</td>
<td></td>
<td>$268.00</td>
</tr>
<tr>
<td></td>
<td>End-of-Year Banquet</td>
<td></td>
<td></td>
</tr>
<tr>
<td>04.27.09</td>
<td>Food</td>
<td>($250.00)</td>
<td>($223.73)</td>
</tr>
<tr>
<td>04.23.09</td>
<td>Awards</td>
<td>($100.00)</td>
<td>($86.00)</td>
</tr>
<tr>
<td></td>
<td>Price to attend</td>
<td>$200.00</td>
<td>$220.00</td>
</tr>
<tr>
<td></td>
<td>TOTAL</td>
<td>$142.87</td>
<td>$304.31</td>
</tr>
</tbody>
</table>

### Additional Sample Budgets


Maintaining Financial Records

Student organizations should budget their operations annually.

Be sure that budgeting information is shared and fully understood during officer transitions and that ALL banking records are transferred to the new treasurer. As a good rule of thumb, financial documents should be kept for seven years.

You also might want to compile financial documents (budgets, financial reports, transactions, and receipts) yearly and provide your student organization advisor with a copy or ask him or her to keep the documents over long breaks such as winter holiday or the summer months. The position of Treasurer often changes from year to year, so your advisor can provide consistency.

If you choose to clean out your financial records, be sure to SHRED them. If you do not have access to a paper shredder, you may bring them to the Center for Student Involvement, University Center 204.

For related information, please visit the Funding & Finances section of the Student Organization Handbook, www.semo.edu/leadership/studentorgs.

Adapted from:
General Billing

Student organizations can request a SO# for their group to charge university provided services such as Chartwells Dining Services, Southeast Bookstore, Central Receiving, and Center for Student Involvement copying and enlarging services. In addition, these services can be paid for in cash or by check.

Requesting an SO#
Student organizations interested in receiving a SO# should contact Dale Chronister, University Center 202, MS 1200, (573) 651-6854, dchronister@semo.edu. It typically takes one week for a SO# to be generated.

Paying Your Bill
Accounts are billed monthly. The bill is sent to the organization’s campus mailbox. Bills must be paid upon receipt to Student Financial Services, 1st floor of Academic Hall or the office from which the bill originated.

Delinquent Accounts
Student organizations with delinquent accounts will be denied service and all privileges from university billable services including but not limited to, Event Services & Scheduling and use of resources in the Center for Student Involvement, until the account is paid in full. The student organization may be referred to the office of Student Conduct for collection, possible judicial action, or suspension. Past due bills are sent directly to the student organization President and Advisor of record.
Fundraising

Many student organizations have big plans and excellent ideas for programs or services. However, few organizations have the finances to make these plans real. Fundraising is a great alternative to charging members higher dues.

Fundraising events can be fun for all involved if they are planned properly. It is important to make the fundraising project a group effort and to get as many people involved as possible. Not only will you have more help to accomplish your goals, but you will also get more people interested in giving money. The key to being successful in fundraising is to be creative and to keep your goal in mind.

Members of your organization will not get excited or interested in your fundraising efforts if they do not know where the money will go. In addition, members of the community will not give unless there is a good cause. Make sure the reason you are raising money is a legitimate cause and let everyone know why you are raising funds.

If your organization is considering planning a fundraiser, we highly suggest contacting the Coordinator for Leadership Development, University Center 202, MS 1200, (573) 651-2280, leadership@semo.edu, to brainstorm and become familiar with relevant laws and policies.

Planning Your Fund Raiser

- Set a goal.
- Ask for suggestions from your members. What do the members want to do? Brainstorm for creative and new ideas.
- Find out what has been done before. What worked? What didn’t? Why? How can you improve?
- Check into local and state regulations. Check University policy. See the Food and Beverage Policy, information on Gambling, and the Screening and Public Performance Policy located in the General Policies & Procedures section of the Student Organization Handbook, www.semo.edu/leadership/studentorgs.
- Involve all members of your organization, not just the officers. People contribute to what they create. Get as many volunteers for your project as possible. Make sure they understand the cause and are willing to contribute their time and effort.
- Determine your market: students, community, parents, etc.
- Know your overhead costs (supplies, marketing, etc.).
- Advertise wisely.
- Let everyone know your expectations in advance and update them on progress. Using a goal poster is a great idea; make sure that poster is displayed prominently.
- Recognize everyone involved in the planning and implementation of the fund raising project.
- Reward those who achieve. Make certificates, ribbons, or other type of small rewards for everyone who volunteered for the project.
- Thank supporters. Give your big donors some kind of tangible reminder of how they contributed to a good cause. Create and maintain good will with these contributors, because they will tend to help in the future.
- Complete a written evaluation or report. Make sure you include:
  - Contact names, addresses, and phone numbers
  - Time lines and important dates
  - Suggestions of things to do differently
Fundraising Ideas

- 5K/1K races
- Art show
- Art/poster sale
- Athletic tournaments (volleyball, dodge ball, soccer, softball, etc.)
- Auction
- Bake sale
- Balloon bouquet delivery
- Balloon bust (fill balloons with small cash prizes, sell chances to bust them)
- Banquets/roasts
- Battle of the bands
- Benefit concert
- Bike-a-thon
- Bowl-a-thon
- Car wash
- Care packages (holidays, birthdays, exam weeks)
- Carnival
- Cartoon, horror movie, special films festival
- Concessions at sporting events
- Cookbooks
- Dance lessons
- Decathlons
- Dog walking
- Donation Jars
- Fashion luncheon
- Flower sale
- Garage sale
- Gift wrapping
- Golf tournament
- Hand out advertising flyers for companies
- Haunted house
- Holiday plant sales (e.g. shamrock plants on St. Patrick's day, poinsettias in the Winter, etc.)
- Karaoke competition
- Lip sync contest
- Only ask a Dollar (ask everyone you know for a dollar)
- Pancake breakfast
- Penny jar wars
- Pie auction (Bid for privilege of throwing a pie into another person’s face)
- Pig roast
- Plant sale
- Plays/concerts
- Poetry slam
- Pool/board game/bowling tournaments
- Recycling drive
- Sell buttons/t-shirts/bumper stickers
- Silent auction
- Squeegee day (wash car windows at a drive through)
- Talent show
- Theme parties
- Trivia night
- T-shirt sales
- Walk-a-thon
- T-shirt sales
- Walk-a-thon


2Gambling fundraisers, which include but are not limited to raffles, poker, video game, or other tournaments are prohibited by Missouri state law. For more information on what may constitute gambling, please visit the General Policies & Procedures section of the Student Organization Handbook, http://www.semo.edu/leadership/studentorgs/resources.htm.

Please contact the Coordinator for Leadership Development, University Center 202, MS 1200, (573) 651-2280, leadership@semo.edu, if you are planning a fundraiser that you think may constitute gambling.


Adapted from:
Sponsorship

One of the best ways to increase fundraising efforts is to obtain sponsorship for an event, either through underwriting or direct contributions from companies.

Businesses will often help to fund an event if it is in their marketing plan. Are their customers likely to come to this event? Will sponsorship in an event help them attract new customers and get their name seen?

How to Ask

*Plan far in advance!* Most businesses plan their donation budgets six to twelve months in advance. Talk to a company as early as possible. Do not expect to get donations in less than a month.

Try to target a specific company that could benefit from your cause rather than sending out blanket letters to everyone. By matching your cause and the company, there are better chances for a positive answer.

Learn as much about the organization you are soliciting before you actually ask for a dime. Knowledge of the company, their products and services, and their past charitable events will help see if they are the right match for you.

Requests to potential sponsors should be made in writing with a *professional letter* or proposal. Be sure to include the following pieces of information:

- **Address your pitch letter to the person in charge.** Do NOT just write “To Whom It May Concern” or “Dear Sir/Madam.” Call and obtain the person’s appropriate name and title.
- **Be sure to include the purpose of the request.** Put your proposal in writing. Enlist the help of your marketing and business majors to write the proposal in marketing terms.
- **Include the history of the event and/or organization.** Why was this event created? Why is this event important to the organization, campus, and community at large? How successful has the event been in the past?
- **The recognition being offered to donors.** How will the donors be recognized? In a program, on a banner, verbally?
- **State your cause in terms of benefits to the company.** For example, a $25 ad in an ad book or a $25 poster that is going to be seen by 1,000 students at an event is inexpensive advertising for even small businesses. If your organization (national organization, or charity with which you are working) has 501 (c) tax-exempt status, sponsor gifts may be tax deductible.
- **Instructions on how to make the donation.**
- **Information on how the student organization will follow up with the corporation.**

Student organizations should give donors visibility for their donations by noting their support in promotions related to the event or organization. Students should contact the sponsor and inform them of how their name and logo will be used in the marketing of the event or organization. Companies may have policies regarding the use of their name and logo in publications and on the internet.

Student organizations should also send copies of the marketing pieces to donors and write a thank you letter to each donor after the event. The letter should highlight the success of the event or organization and include information about attendance, media coverage, etc. Student organizations should be sure to recognize sponsor support in event press releases and news articles.
Who to Ask
Since many organizations are in need of the same kinds of donations and will be asking the same companies, it is a good idea to think of all the different possibilities. Your best efforts will be made with those firms and companies that primarily market their products or services to college-age students.

Some examples are:
- Businesses located around campus are good, but sometimes they are overused and get approached a great deal. Be creative when selecting the businesses you will target for donations.
- Fast food companies (ice cream, frozen yogurt, hamburgers, etc.). You may need to ask the local manager or may need to write their district office. Local fast food chains may provide free punch and drink cups if you are having a sporting event or project to benefit a local charity.
- Real estate companies that specialize in rentals to college students.
- Beauty supply distributors. Beauty shops may get ten requests for free gift certificates, but the distributors that sell them their products may not get any requests. Ask for the distributor’s name and address, contact them directly.
- Sportswear and clothing manufacturers.
- Health clubs.
- Cosmetic companies.

What to Ask For
Product
- Solicit businesses for sample size product contributions to give to participants or for door prizes. Most companies have their products in trial sizes just for this purpose.

Printing
- Ask printing companies to underwrite the cost of posters, flyers, or t-shirts. In return, you will put their name and logo on all printed material.

Ads for Ad Books or Program
- Sell ad space in a program that is given out at the event you are sponsoring. You may want to give companies who donate products, supplies, and materials free ads.

Advertising at an Event
- Hang ads with logos on banners or posters for a fee. This is an excellent source of income at sporting events or anywhere there is a place to hang a poster during an event.

Adapted from:
Ball State University. Downloads for student organizations and advisors.