

College of Engineering Student Organization & Competition Team Fundraising Guidelines

Introduction

K-State College of Engineering is committed to your involvement, with a belief steadfastly grounded in the knowledge that students who participate in activities will ultimately get more out of their college experience. In doing so, you will contribute positively to the larger environment in which you live. Many alumni recall their involvement in a student organization was as memorable and valuable as their academic pursuits. K-State student organizations and competition teams each leave their own special mark on the cultural, social, and intellectual life of the College of Engineering.

The staff within the Engineering Development office provides support to each student organization for fundraising efforts.

In short, we are committed to your ultimate success, both as a student and as a contributing member of the K-State Engineering community and the wider society. We hope your organization will find these guidelines useful as you plan. We welcome your feedback at any time. Best of luck to you and your organization this year!

Fundraising

Before pursuing fundraising options, make sure that you have utilized campus resources available to you.

- Funding from the Office of Student Activities and Services (OSAS)
- Funding from your engineering department
- College of Engineering budget proposal process

Recognizing that many of the engineering student groups require additional financing to further their mission and that funding sources may overlap, it is essential that the KSU Foundation Engineering Development Team monitor all fundraising efforts on behalf of the College of Engineering.

Groups that can make an impact on your organization through financial contributions:

- Current and alumni members of your organization
- Friends and family of members
- Businesses or corporations
 - Any solicitation of gifts from businesses or corporations **must be approved** by the Engineering Development Office. The college and university has many strategic partnerships with business and corporations that already exist. To continue to steward those relationships, the development office will make sure specific companies are being solicited properly and/or confirm if a company already has a gift in process that may benefit your group.

Foundation Fund

All donations from an individual or company directed to your organization **must be** placed in your KSU Foundation (KSUF) fund. Contact the Engineering Development Office (engineering@found.ksu.edu) for your fund number or to create one.

- Why do you have to have a KSUF account rather than using a checking account for donations?
 - It is an IRS requirement to provide a donor with a tax receipt for a 501(c)(3) charitable organization. Because of your affiliation with Kansas State, the KSU Foundation handles all gifts for the university. This allows you to utilize the tax identification number of a charitable organization to accept donations.
 - All funds into the KSU Foundation are documented. An individual or company can then be recognized not only by your organization but by the university.
- Your fund number is how donors can direct funds to your organization.

Types of Gifts

- Cash or check
 - Checks should be made payable to the KSU Foundation, with your fund number in the memo line and mailed to:
Kansas State University Foundation
1800 Kimball Ave., Ste. 200
Manhattan, KS 66502
 - **If you receive cash or check**, work with your department accountant to submit the money to the Foundation. They will fill out a contribution transmittal form and submit the form and money to the Foundation.
- Credit Card
 - Online gifts can be made by going to www.found.ksu.edu/give
 - By request, the Foundation can create a direct hyperlink that is unique to your fund. This allows donors to give directly to your fund without having to locate the fund number.
- Matching gifts
 - Many corporations and businesses encourage philanthropic behavior and enhance the impact of employee generosity with matching gift programs. If you know that a donor works for a matching company, ask them to complete their employer's matching gift form and send it along with their gift.
- Gift-in-Kind (GIK) contributions
 - Many corporations and business contribute equipment, inventory or other assets to student organizations (i.e. software, car parts, etc.).
 - If your organization receives a GIK donation, a GIK form will need to be submitted to the Foundation. The form can be found [here](#).
 - Make sure to include a copy of the invoice, sales, quote or something to prove the valuation of the gift.
 - For the signature, you can either get a physical signature or have the donor send you an e-mail stating what they have donated and attached to the GIK form.

Crowdfunding

KSU Foundation has been designated a certified charity by GoFundMe.com.

- Donations are tax-deductible and the donors will receive tax receipt from FirstGiving.
- All crowdfunding campaigns **must be approved** by your department head/dean and the KSU Foundation by submitting an [External Communications Worksheet \(ECW\)](#) four weeks prior to the launch of your campaign.
- If your organization is interested in setting up a crowdfunding campaign, contact Elizabeth Gibisch at egibisch@k-state.edu to begin the process.

Newsletters

Newsletters are a great way to keep your alumni and donors updated on what your group is doing. Newsletters can be sent in print form or electronically.

- **Print newsletter**
 - The cost of printing and mailing a print newsletter is the responsibility of the student organization.
 - You will need to fill out an [External Communications Worksheet \(ECW\)](#) **6 weeks** prior to your newsletter being distributed.
- **Electronic newsletter**
 - There is not a cost associated with an electronic newsletter.
 - To produce an electronic newsletter, follow the steps found at www.k-state.edu/vpcm/branding/resources/enewsletters
 - In addition to the steps listed on the Communications and Marketing website, you will need to fill out an [External Communications Worksheet \(ECW\)](#) **4 weeks** prior to your e-newsletter being distributed.
- **Determine your newsletter distribution group:**
 - Send to those who are alumni from your organization.
 - In partnership with the Alumni Association, the Foundation can assist with getting your alumni “coded” in the University’s Alumni Database.
 - Work with the Engineering Development Office to determine if your group is already being “coded” in the database. If not, you will need to provide her with a list of all past alumni from your organization to be “coded”.
 - Send to those who are donors to your organization within the last 5 years.
 - Include your fund number on the ECW form and your newsletter will be distributed to anyone who has donated to your organization’s fund.
 - It’s important to limit to last 5 years, as some donors may not be connected or associated with the organization anymore.
- **Additional tips for a successful newsletter:**
 - Your newsletter should be reviewed and proofed by your advisor. If you need editing assistance, please contact Mary Rankin (mraink@k-state.edu), Engineering Communications Director.
 - Include an opportunity for readers to make a contribution to your organization.
 - Direct contribution links can be provided for your fund to be included in an e-newsletter. To request a direct link, contact the Engineering Development Office (engineering@found.ksu.edu).

- A .jpg file of a contribution card can be inserted into your print newsletter for donors to cut out and mail back in with a check. Include this preference on your ECW form.
- Invite your alumni and donors to participate in your organization's event/activity, to campus to see your project, etc. Being involved means staying involved! Please notify the Engineering Development Office (engineering@found.ksu.edu) when you invite someone and who is attending. We will track who comes to campus to see if it's necessary to give the individual/company the opportunity to visit other groups while they are here.

Additional Services:

The Foundation Engineering Development team is happy to assist you when needed. Other areas where we can provide assistance are listed below.

- Provide you with the fund balance of your Foundation fund.

****To ensure that all departments involved in the process are able to provide necessary assistance, please allow at least ten (10) business days for completion of most requests.**