

# Sponsorships Checklist

## College of Agricultural Sciences

- € Create budget for entire event: food, awards, equipment, decorations, supplies, rental, communications, travel and lodging, miscellaneous, etc.
- € Obtain approval for event from club or group advisor, department head or appropriate person if applicable
- € Determine number of people involved and reserve facility for event
- € Create list of historical donors and donation \$ amount for event as well as other potential donors you would like to approach and what you expect to ask them for (product, gift certificates, feed, money, etc.)
- € Submit donor list and budget to CAS Development Office, attn: Kris McKay, [kris.mckay@colostate.edu](mailto:kris.mckay@colostate.edu), 491-0909.
- € Meet with CAS Development to form strategy to solicit donations for event
  - Method of initial and subsequent contact(s) with potential donor
    - Determine if letter vs. face-to-face contact is better
  - Establish multiple donation levels (if applicable)- gold, silver, bronze
  - Determine donor's motivation to donate
- € Conduct fundraising with determined donors
- € Report donation amounts to CAS Development Office to ensure proper coding and input into university's donor database.
- € Develop a plan for communication and thanks following receipt of a gift.