

Sponsorships Policy

College of Agricultural Sciences

Goal: Develop a standardized process to purposefully align potential donors with appropriate CAS club and activity sponsorship opportunities which require external funding. The resulting end goals include:

- 1) Strategically increasing financial support of CSU and CAS, as well as
- 2) Building and maintaining a professional and positive image of both CSU and CAS.

This CAS policy will create and maintain a process with the purpose of:

- Educating all individuals in the CAS on the importance of long-lasting and mutually beneficial relationships and the process to approach potential donors
- Establishing a central location where fundraising strategies can be developed, external communications planned, stewardship achieved and results tracked for all donations received
- Strategically aligning donor interests to related CAS opportunities and allowing the CAS Development Office to grow new and existing relationships.

Policy: All student requests for donations and event sponsorship should be presented to the CAS Development Office to partner in identifying potential donors and developing a strategic fundraising process. The process follows:

1. When a group or individual plans to raise money, a CAS Sponsorships Checklist must be obtained from club advisors or the Dean's Office.
2. Complete the CAS Sponsorships Checklist with information such as: event budget/expenses, event planning timeline, historical donors and associated \$ amounts and desired ask amounts.
3. Send the CAS Sponsorships Checklist to the CAS Development Office for research and planning purposes, attn: Kris McKay, kris.mckay@colostate.edu, 491-0909.
4. A meeting will be set up between the Development Office and the individual/group who submitted the checklist to discuss the fundraising strategy.
5. Training may occur with the individual/group conducting the fundraising. This training may include but is not limited to topics such as understanding a donors' motivation to give and donor fatigue; the importance of building mutually beneficial relationships; donor/company's decision making process and timeline; written vs. verbal request; CAS Development's approach to fundraising; professional appearance; etc.