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, 491-0909.
☐ Meet with CAS Development to form strategy to solicit donations for event
  o Method of initial and subsequent contact(s) with potential donor
    ▪ Determine if letter vs. face-to-face contact is better (if letter is used, review it with the CAS Development Office)
  o Establish multiple donation levels (if applicable)- gold, silver, bronze
  o 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.