

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
 - 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)
 - 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.