

## 9. College of Engineering Student Organization and Team Fundraising Guidelines

### Introduction

K-State College of Engineering is committed to your involvement through 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 being as memorable and as 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 supports students of department-sponsored organizations (DSOs) in their 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 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!

### Foundation Fund

A foundation fund can only be opened for a departmental student organization (DSO) that's been registered and approved by the Center for Student Involvement (CSI). The foundation cannot accept independent student organization (ISO) funds.

Due to the new classification guidelines, a DSO may now have a DSO Member Account established through the university. This account will be used to deposit membership dues and fees, and organizational fundraising initiatives (i.e. bake sales, car washes, career fair, etc.). Contact the engineering dean's office with further questions.

Donations to your foundation account should be derived directly from corporations, households, not-for-profit organizations, etc. to be used for scholarships, excellence or needs specific to the purpose of the club (such as travel and conferences). **The IRS does not allow funds to be directed to a specific individual.**

Contact the college or departmental business manager/accountant for your fund number or to create one.

- Donations to your fund at the Kansas State University Foundation are typically tax deductible.
  - The IRS requires donors be provided with a tax receipt from a 501(c)(3) charitable organization. Because of the group's DSO status, the KSU Foundation is assigned to handle gifts for the university.
  - All funds in the KSU Foundation are documented. An individual or company can then be recognized not only by your organization, but by the university.

- Your KSU Foundation fund number is where donors can direct funds to your organization.

## Fundraising

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

- funding from the Center for Student Involvement (CSI)
- funding from your engineering department
- College of Engineering budget proposal process

Recognizing many engineering student groups will require additional financing to further their mission and that such funding sources may overlap, the KSU Foundation Engineering Development team monitors all fundraising efforts on behalf of the College of Engineering.

The following groups 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 have many strategic partnerships with businesses 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.

## 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 a check**, work with your department accountant to submit the money to the foundation. The accountant 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.ksufoundation.org/give](http://www.ksufoundation.org/give).
  - By request, the foundation can create a direct hyperlink 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 a donor who 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 businesses contribute equipment, inventory or other assets to student organizations (such as car parts, etc.).
  - Coordination with the engineering development team is required for the foundation to accept any gift-in-kind contributions.
    - In order for the foundation to process a GIK donation, you will need to obtain a GIK form [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 attach an email from the donor stating what they have donated.

## 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. Communicate with your department head in advance of creating a newsletter for initial permission.

- **Print newsletter**
  - 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 \(ECW\)](#) **six 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.kstate.edu/vpcm/branding/resources/enewsletters](http://www.kstate.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 \(ECW\)](#) **four weeks** prior to your e-newsletter being distributed.
- **Determining your newsletter distribution group**
  - Send your newsletter to alumni of 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 it is not, you will need to provide the office with a list of all past alumni from your organization to be coded.
  - Send your newsletter to those who have donated to your organization within the last five 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.

- Limit your mailing to donors from the last five years, because some donors may no longer be connected or associated with the organization.
- **Additional tips for a successful newsletter**
  - Your newsletter should be reviewed and proofed by your adviser. If you need editing assistance, please contact Mary Rankin ([mrankin@k-state.edu](mailto:mrankin@k-state.edu)), the Engineering Communications editor.
  - Include an opportunity for readers to make a contribution to your organization.
    - Direct contribution links can be provided for your fund and included in an e-newsletter. To request a direct link, contact the engineering development office ([engineering@ksufoundation.org](mailto:engineering@ksufoundation.org)).
    - 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 or activity, and to come to campus to see your project, etc. Being involved means staying involved. Please notify the engineering development office ([engineering@ksufoundation.org](mailto:engineering@ksufoundation.org)) when you invite someone, and know he or she is attending. We will track who comes to campus to see if it's necessary to give the individual or company the opportunity to visit other groups while they are here.

### **Additional Services**

We can also provide you with the fund balance of your foundation account. The engineering development team is happy to assist you as needed.

**\*\*To ensure 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.**