ALUMNI FUNDRAISING OPPORTUNITIES
Including Crowdfunding and Corporate Sponsorships

Thank-A-Thon
Thank-a-thon offers student groups the opportunity to earn funding while writing thank you notes to Northwestern donors. Held quarterly, groups write 200 thank you cards to earn up to $500.

Contact Alexandra Delis (a.delis@northwestern.edu) at the start of each quarter if you would like to participate.

Affinity Group Campaigns
The Direct Appeals team is the primary driver for ARD’s undergraduate alumni participation goal. In order to maximize the return on investment (of both dollars and staff time) for Affiliated Group Fundraising projects, the following criteria will be used to determine the viability of a project and its expected impact on undergraduate alumni participation:

• Minimum number of solicitable alumni per project: 1,000
• Minimum percentage of degreed undergraduate alumni in project: 75% if project is new; 50% if project is otherwise compelling or supports the dollar goal for ARD
• Minimum time needed to successfully implement solicitation campaign: 60 days

For the project, typically the student group has the responsibility of authoring the email(s) and providing photo/videos, actively promoting through their existing communications (based on consultation with our office), and sharing any lists of alumni they keep.

If approved, we will schedule a meeting to discuss project details and to finalize deadlines.

Please submit all affiliated group fundraising requests to Jennifer Klink at j.klink@northwestern.edu.

Requesting Alumni Lists for Events, Panels, Mentorships
Send request to Chris (chris.dekok@northwestern.edu), including organization name, your name and contact information and why you want to contact these alumni.

NAA/ SAA – The Student Alumni Partnership Funding
The NAA and SAA have made it a priority to fund organizations that align with the mission of connecting students and alumni. At least one student group initiative is funded each quarter (Fall, Winter and Spring). The chosen group(s) will receive a maximum of $500.

Northwestern-affiliated organizations seeking funding must be recognized by one of the following: the Office of Student Affairs, Associated Student Government, University Housing Office, University Chaplain’s Office or the Northwestern Alumni Association

More information can be found at: http://goo.gl/Lod692.
**Crowdfunding**
If you want to raise money for your organization without working with ARD, student groups should talk to their staff or faculty advisor on what is permitted. Student groups should reference appropriate University Relations guidelines on logos and images.

Student groups cannot represent that money paid through a crowdfunding site is a contribution to Northwestern University that qualifies them for a charitable deduction. The Office of Alumni Relations & Development is able to offer an NU charitable gift cart (pending the size of the campaign) that the student group can link to that wouldn’t be crowdfunding, but would let the group solicit gifts for their organization.

**Corporate Sponsorships**
If an organization is interested in contacting a company representative for their project, program, event, speaking engagement, sponsorship, or the like, please reach out to Jonathan Cummings - jcummings@northwestern.edu. Keep in mind that although we want to be helpful to all NU students, we cannot dedicate our resources to non NU related projects, programs, events, etc. Please consider the following before contacting us:

- What are you asking the company for?
- Have you allotted enough time for a company to consider the opportunity you want to put in front of them? *6 weeks is not enough time.* You need to be thinking at least 4-6 months out from your target date.
- What is the purpose and goal of the opportunity? Does it align with company or their foundation’s mission? *This information can usually be found on the company’s website or through Foundation Directory Online, which can be accessed through the Library’s Resources page.*
- How does the company benefit from supporting the opportunity?
- If this is an event sponsorship, have you outlined benefits to the company and thought about how to implement them?

Students should notify CE if they have received corporate gifts-in-kind here. *It is important for the corporation to receive proper recognition, including gift and/or tax credit, and CE can ensure that the administrative process is completed.* To clarify, gifts-in-kind are non-cash donations, other than real and personal property, that can include equipment, software, licenses, printed materials, food, or other items used for hosting meals, etc. Organizations’ time or service is not considered a charitable contribution and therefore cannot be counted as a gift-in-kind.