



MU SIGMA UPSILON **FOUNDATION**

Non-Profit Business Plan

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The Foundation

Mission Statement

The mission of the Mu Sigma Upsilon Foundation is to provide essential support, secure and contribute financial resources for the educational, leadership and charitable purposes of Mu Sigma Upsilon Sorority, Inc. in order to enrich the lives of alumnae and collegiate members and assist in improving the community in which they serve.

Vision Statement

Empower women educationally and culturally to aim in enriching the lives of the community.

Goals and Objectives

The Mu Sigma Upsilon Foundation aspires to become a leading philanthropic organization with a vision:

- To advance the mission, vision, and goals of Mu Sigma Upsilon Sorority, Inc.
- To foster communication and education among the community.
- To support leadership and higher education for all women regardless of race, religion, or creed.
- To empower and enrich women to become influential models in society.
- To inspire engagement in lifelong community responsibility and philanthropic engagement.
- To seed partnerships with other organizations working on local and international disaster relief operations.

Foundation Initiatives

Scholarships

The Mu Sigma Upsilon Foundation offers scholarships to the sisters of Mu Sigma Upsilon as well as high school community leaders to help offset the cost of their college education. Scholarship applications will open each year on December 15th and must be submitted by March 1st of the following year. Scholarship recipients will be announced during Mu Sigma Upsilon National Convention held every June. The following are descriptions of each scholarship offered as well as the qualifications needed.

Lucy Dipini Memorial Scholarship

In 1997, the MSU Alumnae Association established a Memorial Scholarship Fund that distinguished the contributions of late sister, Lucy Dipini, from the Mosaic Chapter of Mu Sigma Upsilon. Only 27 at the time of her death, she embodied the characteristics we seek in a sister, an honest,



trustworthy friend, dedicated to her family and community. She excelled in school, graduated, and remained active within the sorority. This scholarship in the amount of \$500 is funded by the Districts of Mu Sigma Upsilon and is determined through nominations. The LDMS is open to collegiate sisters who are in need of financial support, involved within the community at large, maintained a minimum grade point average of 3.0, and considered in good standing (within Mu Sigma Upsilon) the fiscal year prior to convention.

Aretias Graduate Scholarship

Attending graduate school is a tremendous investment of time and financial resources. This scholarship is awarded to an Aretias sister who demonstrates academic excellence in graduate study. Nominee must qualify as a role model to her peers and exhibit traits worth emulating by other sisters in Mu Sigma Upsilon. Nominee must demonstrate commitment to study, academic discipline, community leadership, integrity in action, and strength of character. This scholarship in the amount of \$500 is funded by the Aretias Graduate Chapter of Mu Sigma Upsilon and is determined through nominations. Therefore, the Mu Sigma Upsilon Foundation will consider the nominee's accomplishments, contributions, excellence, and or service within Mu Sigma Upsilon, school and community to determine recipient. Scholarship nominee must be enrolled in a master's program (Certificates or Professional Programs do not apply) with a minimum grade point average of 3.50 and considered in good standing (within Mu Sigma Upsilon) the fiscal year prior to convention.

Stella Cadente Scholarship

A stella cadente, Italian for shooting star, is a rapidly moving, temporary meteor reaching towards the earth's atmosphere. Embarking on a journey to explore the world and immerse oneself in a new culture can be the experience of a lifetime. This scholarship is awarded to a sister who has been accepted to a study abroad program or cultural excursion program (i.e. missionary trip). The awarded monetary scholarship will be \$500. This scholarship is determined through nominations. Scholarship nominees must submit a description of the importance of the trip and how they will benefit culturally. Scholarship nominees must be considered in good standing (within Mu Sigma Upsilon) the fiscal year prior to convention.

Ceannaire Scholarship

The Ceannaire, Irish for leader, scholarship is awarded to an alumna sister currently serving on MSU's National Governing Council. Nominee must qualify as a role model to her peers and exhibit traits worth emulating by other sisters in Mu Sigma Upsilon. Nominee must demonstrate commitment to MSU, discipline, community leadership, integrity in action, and strength of character. This scholarship in the amount of \$500 may be used to further the recipient's educational or professional goals and is funded by the National Governing Council of Mu Sigma Upsilon. This scholarship is determined through nominations. Therefore, the Mu Sigma Upsilon Foundation will consider the nominee's professional accomplishments and service within Mu Sigma Upsilon to determine recipient. Scholarship nominee must be considered in good standing (within Mu Sigma Upsilon) the fiscal year prior to convention.



Bow and Arrow Scholarship

This scholarship is open to high school senior women who are in need of financial support, involved within the community at large, and have maintained a minimum high school grade point average of 3.50. Nominees must have been accepted to a 4 year collegiate institution. This scholarship in the amount of \$500 is funded donations made to the Mu Sigma Upsilon Foundation and is determined through applications submitted to the Mu Sigma Upsilon Foundation.

Grants

The Mu Sigma Upsilon Foundation offers grants to entities of Mu Sigma Upsilon (Undergraduate Chapters, Aretias Graduate Chapters, and Districts) to apply for funds to help offset costs of their on-campus or community programs. Grant funding is derived directly from contributions made to the foundation. These programs must meet the following criteria:

- Programs must contain educational, women's issues, cultural or professional development programming.
- Quality of application (complete, clear, detailed, well written).
- Evidence of sound financial planning and a realistic marketing plan.
- All groups must agree to provide the Mu Sigma Upsilon Foundation with pictures and a write-up of the event within two (2) weeks after its completion.

Completed applications must be submitted at least three (3) months prior to the event date. Applicants must be considered in good standing (within Mu Sigma Upsilon) and must demonstrate efforts to secure funding beyond this grant program. Exceptions can be made to this on a case-by-case basis.

R.A.C.E Grant

to provide support for districts, undergraduate or graduate chapters to host Mu Sigma Upsilon's signature event R.A.C.E. (Recognizing and Celebrating Ethnicities). R.A.C.E. was created by the Amazona Chapter at Rutgers University, New Brunswick in 1994 as a free multicultural gala hosted independently by MSU.

Greek Seasons Grant

to provide support for districts, undergraduate or graduate chapters to host Mu Sigma Upsilon's signature event Greek Seasons. Greek Seasons is a fashion show competition to unite the Greek community. This program was first hosted by the Haumea Chapter at the University of Central Florida in 2004.

Philanthropic Program Grant

to provide support for districts, undergraduate or graduate chapters of Mu Sigma Upsilon to host a large scale event in support of a philanthropy.



Unity Amongst Women Grant

to provide support for districts, undergraduate or graduate chapters of Mu Sigma Upsilon to host a workshop or event that focuses on a women's issue.

Multicultural Starts with MU Grant

to provide support for districts, undergraduate or graduate chapters of Mu Sigma Upsilon to host a workshop or event that focuses on a cultural issue.

MSU Convention Grant

to provide support for undergraduates and alumnae members to attend Mu Sigma Upsilon's national convention. An annual convention is held every year in the month of June to discuss sorority business at the National Governing Council meeting, vote, and implement sisterhood and leadership workshops for all members. The first Annual National Convention was held in 2004 at the Zaona Chapter at Richard Stockton State College of NJ.

MUnited Nations Funds

Through the MUnited Nations Program, the Mu Sigma Upsilon Foundation provides financial assistance to support different stages for local and international disaster relief operations. The financial assistance funding is derived directly from disaster relief grants and contributions made to the foundation. The types of assistance available are the Alumnae Sister Crisis Fund

Alumnae Sister Crisis Fund

Through the Alumnae Sister Crisis Fund, the Mu Sigma Upsilon Foundation provides immediate financial assistance in the form of a grant to an initiated Mu Sigma Upsilon alumna/sister who is experiencing dire financial need and who has exhausted other sources of financial assistance (through medical insurance, family or bank loans, etc.). Consideration is given to applicants in a personal crisis, emergency situation due to medical reasons or natural disasters.

Individual Emergency Fund

Through our Individual Emergency Fund, all eligible victims would be provide gift cards, in the amount of \$200, so they may purchase basic necessities such as food and clothing. This fund would be in time of dire need and emergency. This can be applied to any member of the community that has been affected by losing their home in a fire, flooding, foreclosures, homelessness, etc.

Community Recovery Fund

Grants up to \$500 will be awarded to local communities which have been affected by natural disasters ranging from wildfires, floods, loss of electricity, blizzard, hurricanes, earthquakes, etc.



Funding is intended for, but not limited to organizations, programs or equipment that will aid and be effective in helping the community to reconstruct.

Management Plan

Board of Directors

Directors

The Board of Directors shall consist of a minimum of four (4) directors to include President, Vice President, Secretary and Treasurer. All directors should adhere to the following:

- Regularly attend BoD scheduled and emergency meetings.
- Actively participate in BoD functions and operations.
- Serve on committees and complete tasks as delegated by President or Directors.
- Volunteer for and accept assignments as necessary; complete them thoroughly, accurately, efficiently, and by the provided deadline.
- Shall contribute to the BoD's operations through event and activity proposals, programming, planning, administrative tasks, etc.

Term

The terms of the directors shall be for two (2) years each with a fiscal year beginning in July and ending in June. If there is a vacancy in an elected directorship, the remaining directors shall appoint a director to act for the balance of the vacated term.

Meetings

Regular meetings of the Board of Directors shall be held monthly via teleconference. Special meetings of the Board of Directors may be called by the president or by any two (2) of the other directors upon three days written notice to the other directors setting forth the time and place and purpose of the special meeting. Only matters included in the notice shall be acted on at a special meeting. A quorum shall consist of more than half of the members of the Board. A favorable vote of a majority of those present shall be required for action.

An annual meeting, open to the public, shall take place every June via teleconference or videoconference to discuss the state of the foundation.

Committees

The Board of Directors may establish such standing and special committees from time to time as it deems advisable, which may be composed of Board members and other persons as determined by the Board.



The Grants & Scholarships Awarding Committee shall be responsible for reading and evaluating all grant and scholarship applications the Foundation receives. The committee will conduct voting and determine awardees based on described qualifications.

Nominations & Elections

Nominations will be accepted during the month of April every other year and elections will take place the following month in May. Directors shall be elected by majority vote of Sorority's National Governing Council, Districts, and current Board of Directors. Each entity shall have one vote.

If a member is elected for one position but has been nominated for several, that member must decline all others once she has accepted a position. No member shall serve more than one position during the same term. The Secretary, for up to one year shall hold all ballots from the day of election.

Vacancies & Special Elections

If a vacancy occurs in the offices of the President, the Vice President shall assume the position of President. In the event there is no candidate nominated for a vacancy the President may appoint a member into the position.

Removal of Office

In the event a director is not fulfilling the duties of their position a 1/2 +1 vote shall be required by the delegates present to remove a director. Accused will be presented with a written warning 30 days prior to the meeting the vote will take place. Accused will be allowed to make a statement in her defense.

Voting

Each director shall have one vote. All votes in regular, emergency or special meetings shall be open. All votes during elections shall be by secret ballot. The delegate must be in good standing in order to vote. In the event of a tie, the President shall place the deciding vote.

Reporting

The foundation shall release an annual report at the end of the fiscal year and shall meet with and report to the Sorority's National Governing Council quarterly.

Non-Political Statement

As a group the Board of Directors will have no opinion on outside issues. The board of directors as a group will neither endorse nor oppose any cause nor be drawn into a public controversy. As a Board of Directors we will stress principles before personalities and never be drawn away from our primary purpose of educational and international assistance initiatives.



Board of Directors Positions

President

- Serve as chief volunteer of the Foundation.
- Preside at all executive board, regular and emergency meetings of the Foundation's Board of Directors (BoD) and in any conference and/or special events.
- Serve as the liaison and representative to Mu Sigma Upsilon Sorority, Incorporated's National Governing Council.
- Suggest policies and shall be held responsible for the progress of the Foundation as a whole.
- Call emergency meetings of the Foundation's BoD as deemed necessary.
- Sign all correspondence of the BoD.
- Be the official representative to communicate with other groups, organizations, and media/press outlets.
- Appoint special standing or temporary committees as deemed necessary.
- Give verbal or written approval of all checks written by the Treasurer of the BoD.
- Along with the Treasurer of the BoD have the authority to sign financial transactions.
- Prepare and present a written agenda to the body before all meetings.
- Have the authority to suspend any events, activities, initiatives, or awards.
- They shall have the power to veto an amendment to the constitution, and/or Bylaws.
- In the event that the welfare of the Foundation is in jeopardy, they shall have the power to call an Executive Order. The Executive Order must be a declaration in the best interest of the Foundation, and can only be implemented if circumstances are such that leaving said action to normal legislative procedures would have the effect of condoning improper actions or cause extreme hardship or detriment to the Foundation.
- With the advisement of the BoD she shall make the final decisions when an emergency situation should arise.
- Shall work with the Treasurer and Secretary in order to petition corporations, organizations and individuals for donations.
- Will ensure that each member of the BoD has the ability to successfully complete their role, and will delegate assistance with tasks as necessary.

Vice President

- Preside at Board of Directors meetings in the absence of the President.
- Serve as the liaison and representative to the Sorority's National Governing Council in the absence of the President.
- Serves as the Parliamentarian during meetings.
- Assure and be responsible for continuing and improving the BoD.
- Shall oversee the growth and progress of the Foundation as a whole.
- Conduct research regarding the Foundation's development and impact, and report findings to the BoD.
- Create and distribute evaluations and surveys to the BoD as necessary.



- Shall work with the Secretary to improve marketing, public relations, and social media presence as necessary.
- Serve on committees and complete tasks as delegated by President.

Secretary

- Preside at meetings of the BoD when the President and Vice President are absent.
- Record in detail the proceedings of each meeting.
- Distributes each meeting's minutes within the time frame allotted in the Foundation's Bylaws/Constitution.
- Call the roll, announce quorum, and read the minutes at each meeting.
- Maintains records of the both the BoD and Foundation as a whole, and ensures effective management of the Foundation's records
- Notify all representatives of the BoD of any scheduled or emergency meetings.
- Prepare a list of all official delegates to the BoD.
- Retrieve, record, and respond to any correspondence the Foundation may receive (email, social media, phone, etc).
- Will be responsible for maintaining and updating the Foundation's social media networks and website.
- Will act as the historian of the Foundation.
 - a. Taking, filing, and distributing photographs at events/meetings.
 - b. Transcribing, filing, and distributing summaries of all Foundation events/activities.
- Make all room reservations necessary for BoD meetings and/or Foundation events.
- Shall seek events in order to help promote the Foundation.
- Shall work with the President and Treasurer in order to petition corporations, organizations and individuals for donations.
- Maintain a record of all donations, pledges, and endowments within a Contributor Directory Database.
 - a. The information to be recorded includes, but is not limited to: monetary amount, donor identifying information, donor contact information, date received, and any and all other relevant details regarding the transaction.
- Shall be responsible to collect and protect all documents.
- Shall relinquish all materials collected at the end of term. All materials collected shall remain the property of the Foundation.
- Shall not publish or duplicate confidential information of the Foundation.

Treasurer

- Be responsible for the proper accounting and safeguard of all financial transactions of the Foundation and BoD.
- Collect and prescribe payments made to the Foundation. All donations, pledges, endowments, fines and fees received by her shall be accounted for, documented and copied to the payee via receipt.
- Creates and proposes an annual budget to the BoD for approval.
- Sign any checks only with the verbal or written agreement of the President. Along with the President of the BoD, have the authority to sign financial transactions.



- Deposit all funds of the BoD at the designated bank, within five (5) business days after funds are received.
- Report the financial status of the Foundation and the BoD at scheduled Board meetings.
- Shall work with the President and Secretary in order to petition corporations, organizations and individuals for donations.
- Create a record of all donations, pledges, and endowments, and distribute to the BoD Secretary.
 - a. The information to be recorded includes, but is not limited to: monetary amount, donor identifying information, donor contact information, date received, and any and all other relevant details regarding the transaction.
- Shall be responsible for the growth and continuance of the Foundation, scholarships, grants, events, and any special funded programs.
- Shall be responsible for heading fundraising events and proposing fundraising ideas.

Director of Educational Assistance Initiatives

- Responsible for the execution and operation of all educational assistance programs (grants and scholarships)
- Serve as the Board of Directors main point of contact for education program inquiries and concerns.
- Responsible for expanding and improving current educational assistance programs.
- Responsible for conducting research on educational outreach, and implementing new ideas/methods with the approval of the Committee.
- Responsible for documenting all relevant data regarding the Foundation's educational assistance programs.
- Create a record of all awards, ideas, and proposals and distribute to the BoD Secretary.
- Serve as the head of the Grants & Scholarships Awarding Committee.
- Preside at committee-exclusive meetings in conjunction with the President.
- Will serve as the "tie-breaker" in voting sessions among the educational assistance Committee.

Director of International Assistance Initiatives

- Responsible for the execution and operation of all international assistance programs (MUnited Nations).
- Serve as the Board of Director's main point of contact for international assistance program inquiries and concerns.
- Responsible for expanding and improving current international assistance programs.
- Responsible for conducting research on community outreach, and implementing new ideas/methods with the approval of the Committee.
- Responsible for documenting all relevant data regarding the Foundation's international assistance programs.
- Create a record of all events, ideas, and proposals and distribute to the BoD Secretary.
- Serve as the head of the MUnited Nations Committee (and any and all future committees created that reside under their title).



- Preside at committee-exclusive meetings in conjunction with the President.
- Will serve as the “tie-breaker” in voting sessions among the international assistance Committee.

Legal Advisor

- Responsible for ensuring the legal and ethical integrity of the Foundation is upheld in all regards.
- Monitor business practices, and rectify issues as they arise with the advisement of the BoD.
- Will be the first point of contact in the case of a current, ongoing, or anticipated legal situation.
- Shall keep accurate records of all paperwork and correspondence regarding legal matters. Shall be responsible for documenting all communications with legal representation on behalf of the Foundation.
- Shall be responsible for filing all liability claims with our insurance.
- Shall be the only BoD member permitted to communicate with legal representation without the consent of the President.
- Shall be responsible for maintaining and updating 501(c)(3) status.

Marketing Plan

Goals

- Develop the foundation website and social media platforms
- Create the foundations brand and develop a media kit
- Gain 1,500 social media followers during the first year and increase incrementally each year after
- Gain 200 email and direct mail subscribers during the first year and increase incrementally each year after

Target Audience

- Sisters of Mu Sigma Upsilon Sorority Inc.
- High School Upper Class Women
- Local Communities
- International Communities

Tactics

Create brochures/informational flyers that will provide an overview of the or quick summary of the opportunities within the foundation. These informations can be administered via our many contact lines with sisters - OrgSync, Facebook, Registered addresses, Emails, Local Chapters. These contact pipelines can be utilized for applications, and grant request forms.



Mailing lists and list serves for sisters that are particularly interested in keeping up to date with the foundation can be created also that can pinpoint more interested sisters for foundation positions and leadership.

The creation of a webpage linked in our website will help provide access to all sisters and make information easily maintained and found.

An informational video about the resources, effectively a virtual orientation, that can be placed on the YouTube or website can be useful. Though this tactic may take more time, and money.

1. Cohesive Brand

The Foundation brand is specific to members of our organization, additionally it does not call for financial support from our market. For this reason, our brand will be specific to helping and providing resources to our sisters. It should embody our three goals and demonstrate how our sisters will benefit from them. Unlike recruitment efforts our brand must reinforce why it is great to be a sister, and how the organization can continue as a resource throughout our post-grad life.

2. Community Engagement

The foundation plans to support a branding campaign to the community with an event providing members with incentives to support the brand and spread the positive message of the community. Incentives could include food, t-shirts, buttons and other branded merchandise.

This event will bring the community together at the beginning of each school year, and will excite the fan base about the foundation, as well as energize leadership and reward all with a sense of spirit and pride. Creating buzz around the event will be crucial in getting the message to your current membership. E-blasts and/or flyers are recommended. Events of this kind should continue to be held throughout the year on a regular basis, but not necessarily on a large scale.

3. Response-Driven Direct Mail Campaign

It is important that the target audience receive positive, favorable impressions of the foundation. Communicating is crucial in not only capturing attention and garnering support, but in illustrating the foundation's value. A direct mail piece will serve as an introduction for the target audience, educating them on your initiatives and addressing common concerns. Mail will be sent to local and regional individuals and businesses to ask for donations. A direct mail piece will include general information in addition to briefly highlighting each initiative. It can also include an incentive component to it; for example, enter to win a giveaway prize or receive a useful promotional item.

Direct mail pieces should direct your audience to a website to update their contact information and solicit donations simultaneously. Upon completion of the direct mail campaign, it will be important to provide regular, consistent updates to your audience with an e-newsletter.

4. Email Marketing

An e-mail outreach program for communicating regularly with donors and prospects will be developed. The program will initially include a monthly e-newsletter with donor and non-donor versions and occasional action or event alerts. Targeted e-mail messages such as e-mail renewals



for existing online donors; and solicitations and special appeals for both existing donors and prospects will be created. Strategies for building the email list will be implemented such as offering simple email sign-ups on the website and incentives, such as giveaways for people who subscribe to the e-newsletter.

5. Interactive and Social Media

Now more than ever, individuals are turning to the Internet as a primary source of information. It is imperative that the website be representative of the foundation's brand – informational, eye-catching and frequently updated. The current website should be updated to reflect branding and messaging, remaining consistent with all collateral. All content should not only attract the website's users, but be relevant and up to date enough to entice them to come back for more.

Paired with your website, we recommend you embrace social media platforms as a way to positively spread your brand message. Social media sites (blogs, Facebook, Twitter, Instagram, Pinterest, etc.) have just as much power to strengthen a brand as they do to tarnish it. Taking a proactive approach to online brand reputation means taking control of the foundation's brand; making further connections with the audience, providing more content and ultimately improving the search engine optimization, resulting in more positive unpaid search results. Always be sure the website address is included on all collateral and provided to media contacts.

In addition to the direct mail followed by e-newsletters, social media will be key in information gathering from alumni and keeping them engaged with your community.

6. Alumnae Engagement

The engagement of alumnae in the foundation is critical to its success. The goal is to engage MSU alumnae in the process by introducing the foundation brand along with the goals to increase awareness. This is a key audience for the foundation to fully utilize. Alumnae support can be the greatest asset and conversely, not including them would be a missed opportunity.

Fundraising Plan

Goals

- Raise \$10,000 to be used towards scholarships, grants, and funds during the first year and increase incrementally each year after
- Gain 50 individual donors during the first year and increase incrementally each year after
- Coordinate five (5) third-party donation events during the first year
- Host one (1) virtual and one (1) live special event during the first year



Projected Budget

Revenue	Description	Amount	%
Individual Giving	Any donation made by an individual person that is less than \$250	\$2,000	20%
Major Donor Gifts	Any donation made by an individual that is greater than or equal to \$250	\$5,500	55%
Corporate Giving	Any donation made by a corporation or small businesses	\$2,000	20%
Third Party Donations	Any donations made through third-party organizations	\$500	5%
Special Events	Any donations received through annual events hosted by the foundation	\$2,000	20%
Total Revenue		\$10,000	100%

Expenses	Description	Amount	%
Scholarships	Awarded to help offset the cost of college education	\$2,500	25%
Grants	Funds to help offset costs of on-campus or community programs	\$2,500	25%
MuNited Nation Funds	Financial assistance to support different stages for disaster relief operations	\$2,500	25%
Website Development & Maintenance	Develop and sustain a website for the foundation	\$500	5%
Marketing Materials	Printing for direct mail advertising	\$1,000	10%
Special Events	Annual events hosted by the foundation	\$1,000	10%
Total Expenses		\$10,000	100%

Tactics

1. Individual Giving - Any donation made by an individual person that is less than \$250.

a. Personal Solicitations

i. Personal contact with individuals and businesses is the cornerstone of the foundation way of solicitation for donations of support. The plan is for one



on one contact with our target audience in person at foundation events, via phone calls, or emails.

- b. Online and E-Giving
 - i. Directing potential donors on how to donate directly on the foundation website.. No unsolicited internet contact will be made, but rather an attraction to the “Foundation” for its programs and plans.
- c. \$19.81 Giving Circle Campaign
 - i. Groups of individuals make personal donations of \$19.81 to a pooled fund. Giving circles can be small and informal, something like a neighborly potluck, with a few people pooling their contributions, achieving a greater impact.

2. Major Gifts – Any donation made by an individual that is greater than or equal to \$250.

- a. Endowment Fund
 - i. A donor pledges to fund a scholarship, grant, or fund for the extended period of time.
- b. Annual Giving and Multi-Year Giving Campaign
 - i. A campaign designed to stimulate regular giving. It encompasses activities such as telephone campaigns, direct mail, e-appeals, inserts in alumni magazines, adverts and web-based appeals. These campaigns establish a donor pipeline, enabling the identification of donors with the potential capacity and propensity to give bigger gifts in the future.
- c. Special Campaigns
 - i. Targeted online campaigns throughout the year such as a holiday focus with special holiday giving opportunities, or the sale of a limited item for purchase paired with a strong tell-a-friend element.

3. Corporate Giving - Any donation made by a corporation or small businesses.

- a. Community Grants
 - i. Through community grant programs, companies are able to support the needs of their local communities by providing funding to support organizations that work to improve the lives of employees, customers, and local neighborhoods. Eligible organizations can apply for community grants by submitting a grant request that explains how the funds will be used.
- b. Employee Matching Gifts
 - i. Corporate matching gift programs are charitable giving programs created by corporations in which the company matches donations made by employees to eligible nonprofit organizations.



- c. Corporate Sponsorships
 - i. Corporate sponsorships are a form of advertising in which companies pay to be associated with certain events or attractions.

4. Third Party Donations - Any donations made through third-party organizations

- a. Local Events
 - i. Collaborate with local businesses to organize events such as a paint nite, happy hour, restaurants, etc. where a percentage of the proceeds will benefit the foundation.
- b. AmazonSmile
 - i. AmazonSmile is a simple and automatic way for you to support your favorite charitable organization every time you shop, at no cost to you. When you shop at smile.amazon.com, you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to your favorite charitable organization. You can choose from nearly one million organizations to support.
- c. United Way Fundraising
 - i. United Way offices throughout the country in a coalition of charitable organizations to pool efforts in fundraising and support.

5. Special Events - Any donations received through annual events hosted by the foundation

- a. Participatory Fundraising
 - i. Strategy of using people participating in a single event or campaign, to raise money for an organization such as virtual or live walk-a-thons, silent auctions, screenings of a play or movie, cruises, trips to a casino or amusement park.
- b. Events – Both large and small
 - i. Organize a fundraising event such as a Gala or dinner that could become an annual event for the foundation to host. Raise money through ticket sales, sponsorships, and donation.