

FUNDRAISING EVENT GUIDELINES

Purpose

All fundraising activity at Towson University is coordinated by the Development Office, with support from the Towson

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- Appropriate IRS statements and disclosures
- Appeal code -- a five-character identifier assigned to approved events that will assist with tracking and reporting your event revenue.

The Development Office may be able to assist in promoting your event by

- creating an on-line RSVP and/or giving webpage customized for your event
- sending electronic communications to targeted TU alumni and donors
- including your event information in development-related communications and publications

Mailings and Electronic Communications

The Development Office maintains the official TU alumni/donor database and can provide mailing labels for your targeted groups and/or send electronic communications by request. Address and other biographical changes received by the department (by return mail or otherwise) should be reported to the Development Office for updating.

Sponsorships

If you are seeking corporate sponsorship, the fair market value of the sponsorship must be determined and the tax-deductible amount should be included on your sponsorship marketing materials. All sponsorship solicitations should be coordinated with University Marketing.

Auctions

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FUNDRAISING EVENT PLAN

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Financial Information

How will funds be raised?

Silent/Live Auction? Yes No

Ticket Sales? Yes No

If yes, provide ticket price: \$_____

Donations? Yes No

Sponsorships? Yes No

If yes, list prospective sponsors:_____

Other:_____

What is your budget? Use Fundraising Event Budget Template to project:

Revenue: \$_____

Expenses: \$_____

Proceeds to benefit TU Foundation (revenue minus expenses) _____