



EASTERN OREGON
UNIVERSITY

Fundraising at EOU: Overview and Approval Process

1. If you would like to fundraise at EOU, you'll need to fill a fundraising proposal form. This form allows the Office of University Advancement to track the many fundraising efforts on campus, establish any accounts that you need and help you succeed. It is also designed help you plan for your campaign.
2. Once you fill out the form, returned it to the Office of University Advancement (email is fine). The Advancement Office will review proposals, gather additional information as needed, and submit a feasibility study to the University President. The University President will review the study and make determinations about priorities. The University President then forwards his/her priorities to the EOU Foundation for review. The Foundation Board of Directors has the final approval authority over fundraising proposals that will be routed through the Foundation in accordance with OAR 580-046-0025. The approval process and other fundraising policies are outlined at www.eou.edu/ua/policies/fundraisingpolicy.html.
3. If you plan to solicit individuals or businesses, send potential donor names to the Advancement Office. We often have helpful information about the prospect and can help you identify a good target amount to request from the prospect (asking for the right amount is critical to your success!). Sending a list of prospective donors is great way to develop you own prospect list and we will "reserve" those prospective donors for your project. If a donor is already giving, or is "off-limits" due to a pending gift, we'll let you know. This can save you the embarrassment of being chastised by a donor who has already given recently and helps protect donors from being over-solicited.
4. Pledge/gift forms are available form the Advancement Office for you to use. As donors give, bring us the forms and we will record the information, send official thank you letters, and report to the IRS as needed. If you encounter a donor who would like to give a complicated gift such as stock, real estate, or an insurance policy, let us know and we will help make the arrangements. Remember some complicated gifts can actually cost you a lot of money. Sometimes we all have to say "no thank you." You are responsible for sending any benefits or additional correspondence with the donor.
5. The most important thing is to keep us in the loop. EOU is perceived as one university from the outside, even though we have many programs and projects running at the same time. By working together we can all be more successful.
6. Have any questions? Contact the Office of University Advancement at 541-962-3740 or email advancement@eou.edu



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EOU Fundraising Proposal Form

To begin fundraising please complete this form and return it to the University Advancement Office. **Please cross out any sections that do not apply.** If you have any questions please feel free to contact us at 541-962-3740 or email advancement@eou.edu.

Name _____

Title _____ Department _____

Phone # _____ Email _____

Do you have an EOU Foundation account? No ___ Yes ___ code: _____

1. Name of Project: _____

2. Project description:

3. Is this an ongoing/annual or one-time campaign?

___ ongoing/annual ___ one-time (start date: _____ end date: _____)

4. What offices or organizations or offices (on or off-campus) are involved/working on this project?

5. How much do you expect to raise?

\$ _____ per year or \$ _____ total

Donated Items: _____

6. Do you plan to solicit private donors? No ___ Yes ___ (please check all methods that apply)

___ direct mail ___ personal visits, calls, and letters ___ telephone campaign
___ webpage ___ events

7. Who do you plan to solicit (i.e. alumni from a specific department, local businesses, parents, etc...)?

Please provide a your list of prospect names if available. All prospects must be cleared with Office of University Advancement before solicitation.

8. Are you setting any giving levels (i.e. Gold club \$1,000, Silver Club \$500)? If so please list below. Please also list any benefits or gifts you plan to offer to donors.

Level Name	Gift \$ Amount	Benefits	Total \$ value of benefits

9. Please list your timeline for activities and describe fundraising events.

Date	Activity	Description

10. What brochures, promotions, advertising or other resources do you plan to use?

11. Please describe any planned raffles*, auctions or sale of items.

* Raffle guidelines are established by the Oregon Department of Justice. Additional paper work may be required.

12. If you plan to seek grants, please list them below.*

Foundation name	Amount	Application deadline**

** All grants must comply with EOU Foundation (www.eou.edu/foundation/policies) and EOU policies.*

*** Grants not submitted by deadline will be released for other campus entities.*

13. If you plan to sell Advertising/Sponsorships, please list packages below.

Description	Estimated # of viewings	Publication frequency	Cost

14. Are there any other details, additional notes or plans that you haven't listed yet?
