KU ENDOWMENT
The University of Kansas

THIRD PARTY FUNDRAISING
EVENT TOOLKIT

We thank you for your generous support!

CONTENTS

JOIN US IN BUILDING
A GREATER KU

Thank you for your interest in planning a special event, promotion or fundraiser to benefit the University of Kansas. We appreciate your gift of time and talent to help expand fundraising efforts to benefit the University.

KU Endowment is the 501(c)(3) nonprofit organization that solicits private, tax-deductible gifts to benefit the University, and is acknowledged by the University as the preferred channel for private contributions.

Your donation to the University of Kansas drives student success, world-class research and innovation and builds healthy communities across our world.

We are especially grateful to members of the KU community that wish to host fundraisers. In this toolkit you will find guidelines, planning tools and FAQs to help you in your planning process.

If you have questions after reading through this toolkit, please contact our KU Endowment's Donor Experience team at **events@kuendowment.org** or **800-330-5832**.

Thank you for your generous support!

EVENT GUIDELINES & HOW WE CAN HELP

Here, we outline key details of the process and how we can support you in creating a successful event!

- **EVENT APPROVAL:** KU Endowment doesn't play a role in the approval of an event, we are simply the organization that accepts the funds raised at such an event.

- **AREAS OF IMPACT:** Our team is happy to help identify the area within the University of Kansas that is the best fit for your fundraiser's proceeds.

- **GIFT PROCESSING:** Our team can help process gifts and provide acknowledgments and tax receipts for gifts made on your platform or through checks made payable to KU Endowment. Your donors will be able to make contributions and receive receipts outlining the tax deductible portion of their gift.

Please note that any goods and services received by a donor at the event reduce the tax deductible portion of their gift. Also, KU Endowment is unable to accept funds received from selling items, such as t-shirts, because selling items is not fundraising and funds from these sales should be deposited into a state fund.

We truly appreciate your commitment to raising funds for the University, but unfortunately, due to limited staff and resources, KU Endowment cannot:

- Provide mailing lists or emails of contributors, employees, volunteers or vendors.
- Assume liability for the planning and execution of your event or fundraiser.
- Create a website for registration.
- Provide insurance coverage, permits or licenses for your event.
- Provide credit card processing services for event expenses or serve as a bank for your event.
- Provide access to KU Endowment's PayPal or Venmo accounts.
- Handle the money raised prior to or during the event. KU Endowment is limited to accepting the funds you collect related to the event. See Step 6 on page 7 for information on connecting with E-Commerce at KU to help.
- Provide our tax identification number.
- Provide on-site staff or volunteer support at your event.
- Handle securing appropriate venue or other services (food, entertainment, etc.).
- Provide funding or reimbursement for your fundraising activities.
- Provide publicity: newspaper, radio, TV coverage, etc.
- Provide University or KU Endowment letterhead, place event flyers, posters or distribute other promotional materials throughout the campus or KU Endowment events/programs.
- Provide University or KU Endowment swag to be used at the event.
- Guarantee attendance of University or KU Endowment staff at your event.
- Be responsible for any financial losses or unsettled accounts, including applicable federal, state and/or local taxes.

FREQUENTLY ASKED **QUESTIONS**

Can I use the University of Kansas logo?

The University's logos, including, but not limited to the Jayhawk, are the sole property of the University. Prior to use of the University logos, please contact marketing@ku.edu. For KU Endowment logo usage, please include this in your Community Fundraiser Application 60 days prior to the event. The KU Endowment Team must review and approve all publicity and promotional materials containing our name and logo. All materials must state that the fundraiser is "for the benefit of the University of Kansas." We are unable to be listed as a sponsor or co-sponsor. Please provide all materials for approval.

Can I use KU Endowment's logo?

Our team can provide you with the most current version of the KU Endowment logo. The KU Endowment team must review and approve all publicity and promotional materials containing our name and logo. All materials must state that the fundraiser is "for the benefit of the University of Kansas." We are unable to be listed as a sponsor or co-sponsor. Please provide all materials for approval.

Can I designate my gift for a specific area or purpose?

Yes! KU Endowment staff are happy to assist you in determining how your contribution will be used and can provide recognition for your generous efforts after your event. When you publicize your event, clearly state that it will benefit the area you have chosen. For example, we recommend, "Golf Outing to Benefit the Scholarships at the University of Kansas." The University and/or KU Endowment may only be identified as the beneficiary of the event.

How does KU Endowment receipt for gifts?

Receipting is for gifts only. The fair market value of goods and services recieved as a part of the event registration must be disclosed and are not a part of the charitable gift. Only charitable gifts are receipted.

How do I make a gift once our event is over?

Submit all net proceeds and documentation from the event to the Gift Processing Department at KU Endowment within 30 days of the event or fundraising activity. Please send to:

KU Endowment
ATTN: Gift Processing Department
P.O. Box 928
Lawrence, KS 66044-09

FREQUENTLY ASKED **QUESTIONS**

Can someone from the fund development team help me with my fundraiser?

Due to the number of generous community fundraisers and our limited resources, we cannot assist during your event. We are happy to help answer your questions as you plan your event, collect donations and process gifts.

How do I create a website for my event?

E-Commerce at KU allows for fundraising events and registrations and the money is deposited directly into a KU Endowment account. A KU department staff member would be responsible for sending Gift Processing a spreadsheet that includes all donor names and their contact information, along with dollar amounts. Please contact E-Commerce well in advance of your event because this process takes some time.
ecommerce.ku.edu

This seems like more than our team is capable of, do you have any other fundraising suggestions?

Have you considered LaunchKU? LaunchKU is a crowdfunding initiative managed by KU Endowment that helps raise funds for immediate needs and could be a great alternative or addition to your event. See next page for more information.

Can I fundraise for the University if I am not affiliated with it?

KU Endowment can accept contributions of funds raised by groups outside of the University. The process will differ from what is included in this toolkit. If you are interested in learning more, please connect with us at **events@kuendowment.org** or **800-330-5832**.

Can our fundraising event include the sale of raffle tickets?

KU Endowment cannot accept proceeds from the sale of raffle tickets. A nonprofit conducting a raffle in the state of Kansas requires special licensure. KU Endowment does not have a raffle license nor have plans to acquire a license.

HAVE YOU CONSIDERED **LAUNCHKU?**

LaunchKU is a crowdfunding initiative managed by KU Endowment that helps University of Kansas students, faculty and staff raise funds for immediate needs.

LaunchKU could be a great alternative or addition to your event. This crowdfunding platform offers donors a way to provide direct support to the people, schools and programs that are most meaningful to them.

Successful projects have:

- A clear fundraising need and call to action
- An engaged group of supporters who are willing to give and spread the word to their own network (THAT'S crowdfunding!)
- A dedicated project manager
- An existing fund at KU Endowment

Unsuccessful projects have:

- Vague purpose and unclear call to action
- No established supporters and/or alumni to promote the project
- A lofty, unrealistic goal without a secured match donor
- No approval from the department chair or dean's office

To learn more or submit your project application, please visit LaunchKU.org/submit-application.

LET'S GET **STARTED**

All events begin with thorough and detail-oriented planning for great success! We encourage you to follow this outline of process steps to fuel smooth planning and fundraiser execution.

STEP 1: Evaluate the time commitment.
Planning a fundraiser of any size is a significant time commitment. As you get started, please begin to think about the time needed to execute this project.

STEP 2: Form your committee.
Forming a committee is a great way to plan and execute a successful fundraising event. Think about the skillsets each committee member brings and the connections they hold!

STEP 3: Identify your fundraiser and area of need.
Now, it's time to determine the type of fundraiser you would like to host! Identify the specifics of the fundraiser such as date, time and venue. Make sure to keep in mind the season of the year and other community events going on. Consider the number of attendees and invitees in selecting your fundraiser. Begin to think about the area you will be supporting with your fundraiser that has a special meaning to you and your committee. Depending on the area of need, your committee may wish to learn more about the current priorities of the area you have selected.

STEP 4: Create a budget and fundraising goal.
Remember to keep your expenses as controlled as possible. Consider sponsorships, in-kind gifts and donations to help keep costs low. Once you have created your budget for execution, your next step is to determine your fundraising goal. Make sure to establish a timeline to know when all important tasks should be completed.

STEP 5: Complete the Event Notification form.
In order to receive the funds from your event, KU Endowment should be notified of your event in advance through this form:
kuendowment.org/fundraising-event-notification-form/

STEP 6: Set up your fundraising page.
E- Commerce at KU can help KU third parties create websites for registrations and proceeds can then be sent to KU Endowment. Visit **ecommerce.ku.edu** to learn more.

STEP 7: Build awareness of your event.
Spread the word about your fundraiser by sharing your fundraising page and details on social media. Ask supporters and committee members to share details through social media as well.

STEP 8: Collect donations and host your event.
Time to host your event!

STEP 9: Congratulations and thanks!
Be sure to congratulate and thank all of your donors, volunteers and committee members for their support. Share your success on social media and send thank you notes to supporters!

STEP 10: Complete the Event Wrap-up form and send in donations.
Once you have collected all donations, submit the KU Endowment Event Wrap-up form and send the net proceeds within 30 days to KU Endowment.
kuendowment.org/fundraising-event-wrap-up-form/

Proceeds can be mailed to:

KU Endowment
ATTN: Gift Processing Department
P.O. Box 928
Lawrence, KS 66044-0928

Thank you for your time and efforts to support the University of Kansas!