



### STEP

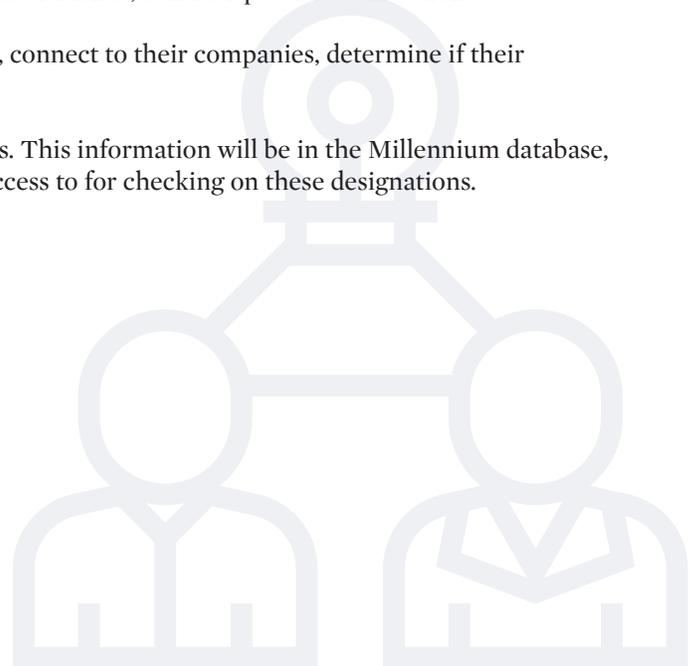
## 1 SET GOALS & KNOW BEFORE YOU GO

- ▶ **Setting Goals:** What are your financial goals? Program goals? Other goals?
  - Know what it is organizations want to support. Be able to answer the following questions about the project you are seeking funding for:
    - **Fit:** Does your project align with their mission/strategy?
    - **Significance:** Why should they invest? Is what you are doing important to the foundation/organization's mission and the field?
    - **Quality:** What expertise do you offer? Do you have a coherent plan?
    - **Capacity:** What are your available resources and current institutional support?
    - **Feasibility:** Is your project reasonable in scope and duration?
    - **Impact:** What difference will be made?
    - **Evaluation:** How will you measure success?
    - **Sustainability:** If it is a program/ongoing project, how will it continue?
- ▶ **Research Organizations:** Have they previously partnered with the university or your program before?
  - If yes, they are aware of your mission and may be more likely to support again so you can look at a visit, email, or letter as a stewardship opportunity. Thank them for their previous gifts and provide them with an update on the progress your program has made in the past year with their support. Then ask them to support it again.
  - If no, what has this organization supported in the past? What are their philanthropic priorities? Many have this information posted on their website or will tell you if you inquire. It may be helpful to provide 990s (tax documents that foundations must file annually with the IRS that lists their assets, income and all of the contributions that they have made that year), which can be found at Guidestar. Make sure your program aligns with their priorities and interests for philanthropy.

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## 2 CONNECT

- ▶ **Make Connections**
  - Utilize your social media presence (LinkedIn, Facebook, Twitter)
  - Leverage your network—contact friends and friends of friends, consider possible connections to businesses/organizations
  - Reach out to alums who were involved as students, connect to their companies, determine if their companies make matching gifts
  - Build and check your contact list
    - Check for no solicit/no contact individuals. This information will be in the Millennium database, which Office of Philanthropy Staff have access to for checking on these designations.
  - Transition from one student leader to the next





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### 3 YOUR STORY MEETS THEIR INSTRUCTIONS

#### ► Craft and Deliver Your Message

- Figure out what people want
  - Test out different forms of communication (email, mail, phone, etc.) and things like subject lines in your communications
- Set realistic expectations
- Determine who to reach out to within an organization
- It's important to steward past gifts before asking for new ones. You don't want to just reach out once a year to ask for the next gift. You'll want to touch base with them a couple of times per year.

#### ► Read and Follow the Directions

- Many organizations have online forms, require certain documentation, and have a special process. If you don't follow the procedure, then you will not be considered.
- Make sure UK is eligible to apply
- If organizations have deadlines, be sure to meet them.
- Think about the different angles to position a project to make it more attractive to donors. Volunteer opportunities for employees, gifts-in-kind, mentoring students, etc.
- Know how much the funder normally gives to projects so you don't ask for significantly more or less than is typical for that funder

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### 4 SAY THANKS & SHOW IMPACT

#### ► Express Gratitude

- Remember to reach out to organizations and thank them for their time and support! It is best to thank supporters/funders upon receipt of their support. You can also reach out again several months later to thank them again or thank them for their continued support.

#### ► Show Impact

- If an organization supports you financially or otherwise, it is good practice to follow-up to show them the results of their support. This can take the form of a note, a report, some photos—whatever form fits your project. If you are having an event, then invite them to the event. If your group has a newsletter, then share it with them.

## REFLECTING & THINKING AHEAD

These steps don't always have to take this order—figure out where you are now and let's talk about how to get started! Start working with the Center for Student Philanthropy and the Foundation & Corporate Philanthropy team in the Office of Philanthropy to form relationships and get guidance. To set up a one-on-one meeting, reach out to [StudentPhilanthropy@uky.edu](mailto:StudentPhilanthropy@uky.edu). Developing skills through this process of building relationships with organizations can serve you later on—the ability to make an effective ask, express gratitude, and show impact can be an asset in your career as well as any causes you choose to support throughout your life.