

Welcome to ESC!





Ethics Research Project

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IOWA STATE UNIVERSITY FOUNDATION

Welcome

Valentina Benito-Correa – Development Assistant, College of Engineering

Dana Savagian – Assistant Director of Annual and Special Gifts

ISU Foundation

- Official charitable organization of Iowa State University
- Responsible for raising private support to enhance the goals of the university
- Fundraising priorities set by President Wintersteen and other university leadership
- Currently the Iowa State University Foundation is on the tail end of a nine-year fundraising campaign called, ***Forever True, For Iowa State***, to raise \$1.5 billion for the university.

ISU Foundation & Student Organizations

Three Points of Connection

- College of Engineering Development Office
- ISUF Office of Corporate & Foundation Relations
- ISUF Office of Annual and Special Gifts

Engineering Development Office

- *Team of 10 fundraising professionals focused on major gifts (\$50,000+) in support of the College of Engineering*
- Major gifting conversations and strategies with individuals and corporations. (\$10,000+)
- Fundraising campaign strategies and supporting document messaging. Donor cultivation and stewardship strategy.
- Provide names of speakers for club meetings. This office often hosts alumni on campus.
- **Contact Valentina Benito-Correa:** vbenito@iastate.edu; (515) 294-4921

Corporate & Foundation Relations

- *Manages the comprehensive relationships that companies have with ISU*
- Any contact or solicitation from a student organization to a company/foundation needs to be approved by this office.
- Fill out a corporate contact request form on the student activities center website to be signed by the student organization's faculty advisor. Fill out annually if a new solicitation comes up.
- Provide the ISU Foundation a list of companies that the student organization would like to solicit along with a copy of the solicitation letter and/or sponsorship packet.
- Recording gifts in kind – extremely important for getting matching funds from the College of Engineering (Student Innovation Equipment)
- **Contact Sara Sales:** sjsales@foundation.iastate.edu; (515) 294-7299

Corporate Contact Information Request Form

REQUESTOR INFORMATION

Name: _____

College: _____

Email: _____

Department: _____

Phone: _____

Campus Address: _____

Organization (if applicable): _____

WHO DO YOU WANT INFORMATION ON? *(Attach Excel file if supplying contact list.)*

WHAT INFORMATION DO YOU WANT?

Mail List

Email List

WHEN DO YOU WANT THE INFORMATION? *(Allow extra time for manual lookup or matching of supplied lists. Please note any anticipated mail dates.)*

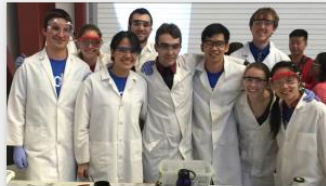
WHY ARE YOU REQUESTING THIS INFORMATION? *(Example: to solicit corporate sponsorship for an event.)*

Annual & Special Gifts

- *Alumni Solicitations & Special campaigns. This team is responsible for PhoneCenter, email and online, and mail fundraising, as well as our FundISU platform.*
- Identify specific audience and provide data for your fundraising efforts.
- FundISU – [FundISU](#) is a crowdfunding platform to help Iowa State University community members raise money to support their passion projects.
- **Contact Dana Savagian:** savagian@foundation.iastate.edu; (515) 294-8536



Welcome to FundISU, a crowdfunding platform that promotes Iowa State's mission to create, share, and apply knowledge to make Iowa and the world a better place. Fund your passion with a gift to one of the projects below.



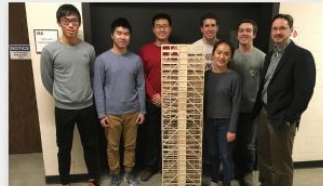
American Institute of Chemical Engineers

By Eli Reiser

Funds needed to send 35 students to MidAmerican Regional Conference.

\$276

9% Funded 2 Donors 25 Days



EERI Seismic Design Competition

By Jacob Eull

The Earthquake Engineering Research Institute ISU student chapter is traveling to San Francisco this spring for a design competition.

\$625

9% Funded 7 Donors 19 Days

EVENT MANAGEMENT CLUB

Collegiately Creative Conference

By Kativa Eckholt

Hosted by the Event Management Club, this conference will encourage ISU students to follow their dreams and explore new niches in the event management industry.

\$1,850

92% Funded 23 Donors 7 Days

<https://fundisu.foundation.iastate.edu/>

Helpful Tips

Fundraising is student organization responsibility

- Develop a fundraising plan
 - Who is your target audience?
 - Past members, Past member companies, Current members Co-ops and internship companies, Social media followers, Volunteers, Parents/Family, Regional/local companies, companies with ISU alums (everyone wants to go after the large corporations so think outside the box)
 - How will you solicit your audience? What is your story, vision, immediate needs, etc.?
 - Social media, FundISU – crowdfunding platform, College/department specific communications

Helpful Tips

- Be conscious of timing. Don't fundraise for a conference next week.
 - Create a realistic timeline to understand needs (i.e., bus rental, airline tickets, etc.)
- Create a Donor Stewardship strategy
 - This will greatly help the future fundraising success of the student organization
 - Regular/personalized communication. Phonecalls, thank you letters, emails, social media, etc.

Helpful Tips

- Collect membership/volunteer data and contact information
 - Extremely beneficial for future fundraising campaigns
 - Share this data with the ISU Foundation (include student ID's)
 - Info can be sent to Amanda Welder: awelder@foundation.iastate.edu
 - Pass down strategies during student organization leadership transition
 - Transfer of knowledge is very important, it's what helps groups that do projects multiple years be successful.
 - Make sure you are recording gifts through ISU Foundation to ensure data for the future and easily gives College of Engineering view into your progress

Questions?



Outreach

- ❖ First Lego League (FLL) State Event Outreach
 - Saturday and Sunday (1/18/2020 & 1/19/2020)
 - Event with over 4000 people, including 600 kids (x2 days)
 - High Density Impact
 - Activities geared towards youth (we can help!)
 - Opportunity for larger presentations
 - More details and resources will be coming later!





Trademark

- Guideline Document - In process, will be posted on website
- For requests, please allow approximately 3 weeks for full processing:
 - ESC Sponsorship - <https://forms.gle/gtPV3BygQHSkQsjLA>
 - Only need one submission per semester
 - Requests - <https://forms.gle/Z9H4mVYcLbkbaDQJ8>
 - Submissions needed per item
 - Questions - [njcline@iastate.edu](mailto:njkline@iastate.edu)



Allocations

- ❖ 25 Clubs Requested Funds
 - Should have receipts done by tomorrow.
 - Transfers will be done as soon as possible.
 - If you have any questions, reach out to Josh at isu.esc.finance@gmail.com.

- ❖ Spring Allocations will be in January. Watch for emails towards the end of this semester for details.



Announcements

- StuGov Engineering Senators open forum - Oct. 24, 6pm (location TBD)
- E-Week Trivia Night - Nov. 3, 8-9pm (Marston 2200)
- Order of the Engineer - Dec. 2 (Lee Liu Auditorium)
 - Ceremony for graduating seniors to swear to be ethical engineers.
- Dead Week Breakfast
 - Tuesday, Dec. 10, 10p-midnight (Howe Atrium)
- Club Showcase: Suggestions for next year? Fill out this survey:

<https://forms.gle/wUYnNcfKzek5aC2A9>

OCT. **Golf Tournament**
13th Veenker Memorial Golf Course

8:30 – Check-in and Breakfast

9:30 – Tee off

Registration is: \$40/individual student
\$50/individual non-student
can register as a team or individual

Registration Includes:

- 18 holes of 4 person scramble golf
- Cart rental
- Breakfast



REGISTER HERE:
<http://bit.ly/e-weekgolf>



Prizes will be distributed throughout the event

- ❖ Follow ESC on Social Media
 - Instagram @esciowastate
 - Twitter @esciowastate
 - Facebook ESCatISU



Presidents

- Make sure to sign in on the iPad.
- Office Hours: Fridays from 11a-12p in 1200 Marston
- These slides can be found on our website shortly!

<https://www.engineering.iastate.edu/esc/>

