CLUB, ORGANIZATION, DEPARTMENT, GREEK FUNDRAISING
AND PHILANTHROPY PLANNING FORM

Required for all club, organization, fraternity, and sorority fundraising and philanthropy. Turn this form in as soon as you make a plan to raise money, and at least two months prior to the start of your campaign. Fundraising includes solicitations for cash gifts, sponsorships, gifts of prizes, gift certificates, merchandise and services. Before you fill out this form, you should read the Policy on Fundraising Appeals, www.knox.edu/Offices-and-Services/Student-Development/Student-Handbook/Fundraising-Policy.html.

Organization(s): ____________________________ Campaign/Event Title: ________________________

Organization Representative(s): _______________________________________________________

Fundraising Start Date: ____________________ Fundraising End Date: ______________________

Gifts to Benefit: ____________________ ______________________________________________

How will you raise gifts? ___________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

Who will you solicit? ______________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

What is your dollar goal? ___________________________________________________________
Or, are you seeking gift certificates or merchandise? How much? ____________________________
_________________________________________________________________________________

How will the donations be used? _____________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________
_________________________________________________________________________________

Please attach:
- Letters, fliers or advertisements you plan to use, if any.
- If soliciting businesses, a list of businesses you plan to solicit.
- If soliciting alumni in a specific group, please be specific regarding the name of the group and the alumni class years you wish to solicit.
- Results of last year’s fundraising, if this is an annual event. Please include a copy of any program or other communication in which you recognized donors.
- How you plan to thank your donors.

What happens next? Submit this form to the Office of Advancement, Box K-230. Within two business days, your organization’s representatives will receive either: an approval of your plan; or a request to meet with the Office of Advancement.

___ Requires Meeting w/ Advancement ___ Approved ___ Date ___ Staff Initials