

# Fundraising at Knox College

## All you wanted to know about fundraising

- Knox College depends upon the ongoing and generous financial support it receives each year from alumni, friends of the College, local businesses, foundations, and other donors.
- The Office of Advancement coordinates all the fundraising appeals to any College constituents: alumni, students, parents, faculty, staff, friends, local businesses, foundations, and corporations.
- The Office of Advancement also coordinates fundraising for the Knox Fund, which is the revenue needed to meet the College's educational and general expenses every year. The Knox Fund supports every aspect of academic and student life at Knox! (Do you have lights in your dorm room? Thank the Knox Fund!)
- We need to make sure that all fundraising efforts complement and not compete with the College's efforts to secure financial support -- this support might be financial aid for our students, salaries for faculty and staff, etc.
- Students, faculty, staff, or College-affiliated organizations all play an important role in these relationships with our donors. We ask that you work with us to maximize the results for all of us at the College!
- There are some black-out periods for fundraising. No fundraising appeals from departments, organizations, teams, clubs, fraternities, or sororities may occur during **May and June** (end of the College's fiscal year). These are the times when the College is fundraising among constituents in support of the Knox Fund and other College priorities. Such a black-out period is typical across most colleges and universities.

## How to Fundraise at Knox

- If your fundraising project involves something very simple, like tabling in the gallery for a bake sale, or selling calendars, trinkets, t-shirts, ticketed performances, or personal chore services, (e.g. leaf raking, car washes) stop by the Campus Life Office and talk to [Cindy Wickliffe](#) first. This is known as "*inside*" fundraising, e.g. to only the Knox community of students, faculty, and staff.
- You should know that because of Internal Revenue Service (IRS) regulations, the College cannot issue gift receipts for these transactions.

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- If your group wishes to do something more, such as solicit local businesses for prize giveaways or in-kind donations, or if you wish to solicit alumni for a project, this is considered "**outside**" fundraising. You will need to fill out the [Fundraising Planning Form](#). A paper copy is available from Cindy Wickliff in the Campus Life Office. Send the completed form to [Jennifer Gallas](#), associate director of alumni and constituent programs, at Box K-150. Call her at ext. 7957 or e-mail her at [jgallas@knox.edu](mailto:jgallas@knox.edu) if you have questions.
- We ask for at least **two to three weeks notice** before your project is scheduled to happen. In some cases, more time might be required, especially if it involves sending letters or e-mails to alumni. Following the submission of your form, you will be contacted to come in and discuss your project. Please make sure your form is filled out correctly and completely.
- Following your discussion with Advancement staff, your proposal will be considered. Advancement may make recommendations regarding its timing, method of solicitation, or other aspect of the proposal.
- If the request is denied, Advancement will provide an explanation for why the request was turned down. Every effort will be made to respond promptly to inquiries, recognizing that there are times when Advancement may need to obtain approval from other campus representatives.

This is one of the many handouts available to you. Feel free to meet with Jil Gates, in Campus Life for more details about this topic or any others related to leadership or your student organization.

We also have open advising hours Thursdays from 2 p.m. to 4 p.m. The Office of Student Activities is located in the Seymour Union, on the 1st floor. You can also ask questions by telephone at 309-341-7573 or email at [jgates@knox.edu](mailto:jgates@knox.edu).