

Working Together to Achieve Success: Your Role as a Campus Partner



**KING'S
COLLEGE**
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As a campus partner, you play a vital role in advancing the mission of King's College by supporting fundraising and alumni engagement efforts. Your collaboration with the Institutional Advancement (IA) team is essential for building a culture of philanthropy and ensuring the College's long-term success.

The Basics of Fundraising at King's College

Understanding key fundraising concepts equips you to engage effectively with alumni, students, parents, and potential donors. Here are essential terms and practices every campus partner should know:

1. Annual Giving

Annual giving refers to recurring contributions that support the College's operational needs, such as scholarships and program enhancements.

- a. **Leo's Loyalty Society:** Recognizes donors who give consecutively each year, celebrating their dedication to King's College.
- b. **Matching Gifts:** Some companies match employee contributions, doubling or tripling the impact of annual donations.

2. Major Gifts

Major gifts are transformative donations that fund specific projects or long-term initiatives like scholarships or capital improvements. They are generally a gift of \$25,000 or more.

- a. **Capital Projects:** Support for projects like the Franky & Carolyn Kowalski Center for Advanced Healthcare Education or the Mulligan Center for Engineering.
- b. **Scholarship Funds:** Donations that provide long-term support for students, especially those with financial needs.
- c. **Program Support:** Donations to a particular program that allow for its operations and ongoing success.

3. Endowments

An endowment is a permanent fund that generates ongoing revenue for specific purposes, supporting things like scholarships and faculty positions. Endowment funds at King's College start at \$25,000 and are invested to ensure growth and stability. To provide an "average" scholarship of \$5,000 requires an endowment of \$100,000, which can be contributed over a period of years.

4. Planned Giving

Planned giving involves donations and pledges made as part of a donor's financial or estate planning, often providing significant tax advantages. Examples include bequests, charitable gift annuities, and IRA charitable rollovers.

5. Crowdfunding

Crowdfunding allows many individuals to contribute small donations toward a specific cause. It engages alumni, students, and friends of the College through digital platforms.

- a. **Giving Days:** Special crowdfunding campaigns focused on raising funds within a specific period, like Monarch Mayhem (athletics) and Give Day (general giving).
NOTE: The College has its own giving platform, which is much less expensive than public platforms like GoFundMe.

The College has already invested in crowdfunding technology and using that technology ensures donors receive the appropriate legal tax receipts and documentation. Coordinating with our office ensures appropriate gift acknowledgements and end-of-year tax documentation.

6. Fundraising Campaigns

A campaign is a targeted initiative to support specific long-term goals.

- a. **The Send Us Forth Campaign:** King's College's most recent comprehensive campaign raised over \$56 million to fund critical campus projects.

How IA Supports Campus Partners

IA is here to help you succeed. Together, we can secure the resources and engagement necessary for your programs and initiatives:

- **Be a Resource:** Your interactions with alumni and donors are invaluable. IA provides guidance on donor relations and philanthropic opportunities.
- **Facilitate Engagement:** Keep alumni and donors engaged through events and networking. IA can assist with planning and outreach.
- **Promote Philanthropy:** Share stories of donor impact. IA can provide resources to help you communicate effectively.
- **Support Fundraising Initiatives:** IA helps with proposals and developing tailored fundraising campaigns, including crowdfunding for smaller projects. Collaboration prevents unintentional competition for donor dollars from different departments and IA, who has many outreach efforts throughout the year.
- **Steward Donors:** Acknowledge and thank donors to strengthen their connection to the college. IA can help with personalized messages and recognition.
- **Ongoing Communication:** Keep IA informed about donor interactions and initiatives in your department for optimal support.

Institutional Advancement Processes: Streamlining Collaboration

To facilitate collaboration, we've developed clear processes for submitting requests and communicating alumni participation:

1. [Fundraising Request Form:](#)

Use this form to submit requests for IA support on fundraising campaigns.

2. [Event Request Form:](#)

Inform IA about upcoming events involving alumni or donors.

3. [Alumni Participation Alert Form:](#)

Alert IA about alumni participating in campus activities.

4. Institutional and Academic Grants (IAG):

The IAG Office helps secure external funding for innovation and growth. All grant proposals must go through a clearance process to ensure alignment with the College's mission and strategic priorities. Principal Investigators/Project Directors are responsible for their projects but receive support from the IAG Office for proposal preparation, budget planning, compliance, and post-award management. For more detailed information, faculty and staff can contact the IAG Office or visit the grants catalog/library for resources.

In summary: When should I contact IA for help?

You should reach out to IA whenever you:

- Plan to start a fundraising campaign or apply for a grant
- Need assistance with alumni or donor engagement
- Are organizing an event involving alumni or donors
- Want help recognizing or stewarding donors
- Need support with promoting philanthropy within your department

If you're ever unsure about the best course of action, feel free to contact IA directly. We're here to guide and support you every step of the way!