Donorship, Sponsorships and Awards
Donorship

• An event that has a fundraising component for the Alumni Association Scholarship and/or the Georgia Fund
Donorship Event Example

Option to Donate at Registration:

• Add the option to donate with event registrations to promote giving in conjunction with event attendance.
• This is done through the Event Request Form.

Partial Donation with Registration Fees:

• Charge registration for an event, and have part be a donation to the university and part cover event fees.
• The invitation will state that individuals are making a partial donation.
Merchandise

• Donation as Part of Merchandise Sales:
  • Add a donation to the production cost of T-shirt or merchandise sales.
Sponsorships

- Chapters can have local businesses, companies and/or individuals help offset costs for a chapter event.

- Local companies may want to provide door prizes, event supplies or a monetary gift. In return for providing gifts or services, they can receive gift recognition from the UGA Foundation.
Types of Gifts

1. **Monetary Gifts:**
   - Individuals or businesses that would like to sponsor a chapter event are encouraged to make a monetary gift directly to the university.
   - A check can be mailed directly to the Alumni Association, and Alumni Association staff will ensure the funds are used towards the chapter event.
   - This kind of gift ensures that the sponsorship will be considered a tax-deductible gift.

*We strongly recommend* sponsoring chapter events through this form of gift when possible.
2. Gifts of Service:

- Individuals or vendors may wish to make a contribution of services such as catering, music, floral arrangements, etc.
- Individuals can be recognized with a gift receipt or letter of acknowledgement for covering the costs of a chapter event.
Sponsorships

• Other forms of gifts may be possible on a case by case basis to sponsor a chapter event.

• Sponsorships must be consistent with the mission of the university and processed by Alumni Association staff.

• Contact Diana Fontaine or Bo Hart for specific chapter questions.
Awards

- **Arch chapters** can earn points to qualify for the Chapter of Excellence and Chapter of the Year awards.
- **Pillar chapters** are not eligible for chapter awards.
- **Arch chapters** may nominate their own chapter and chapter leaders for any or all awards. The Chapter of Excellence award does not require a nomination.
- **Nomination forms and deadlines** are emailed to chapter leaders each year.
How does a Chapter Earn Points?

- 5 points for 100% giving participation by chapter leadership
- 3 points for completing charter application
- 2 points for completing mid-year review
- 3 points per event in each unique category
- 1 point per event in repeated categories
Example: An Arch Chapter that Completes All Requirements

- 100% Board Giving: 5 points
- Completed Charter Application: 3 points
- Completed Mid-Year Review: 2 points
- Host 6 events in 4 of the 7 categories:
  - 4 unique events: 12 points
  - 2 repeat events: 2 points

Total: 24 points
Awards

- **Chapter of Excellence** - 20 points and above
- Eligible for **Chapter of the Year** - 24 points and above
- **Volunteer of the Year** - nominated by chapter leadership
- **Event of the Year** - voted by Alumni Association staff/board
- **Philanthropic Chapter of the Year** – nomination form
- **Emerging Chapter of the Year** – nomination form
Lunch and Afternoon

• We are heading to lunch at Sanford Stadium Sky Club!

• Our afternoon sessions will be Tate Reception Hall – please bring everything with you!