

Donorship, Sponsorships and Awards



UGA

Alumni
Association

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.

Types of Gifts

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



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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!