

Guide to Fundraising at UAF

Raising philanthropic support for the university takes a coordinated effort by all those involved. As such, a fundraising guide has been established to help your program, unit or department in its fundraising needs. For more information please see [UAF's Fundraising Coordination Policy](#).

1. First, contact your department leadership (dean, director, etc.) or development officer (if applicable) to determine if the program is a **fundraising priority** for your college, school or department.
2. Once your department has identified your program as a fundraising priority, **identify** potential donors and supporters that are closest to your program.
 - Who are you interested in asking to support your program and why?
 - How would you ask (mail, phone, in-person meetings)?
 - What is your timeline? When will you need funding? How much funding do you need and for how long? Reminder: major gifts (\$25k+) can take an average of 18 months to cultivate.)
 - Is anyone else at UAF potentially working/communicating with these donors?
3. Determine to which **UA Foundation fund** donors will be giving.
 - Is there a fund at the UA Foundation that supports your program or will one need to be created?
 - If one needs to be created, should it be restricted to the current project or support the general needs of your program, unit, or department? What will be the source of the initial \$500 start-up funding?
4. Contact the **UAF Development Director** or your unit **Development Officer** as you are building donor relationships and **before** you solicit anyone (foundation, corporation, local business or individual) on behalf of UAF.
 - This will help limit duplicate or overlapping requests to key UAF donors and ensures comprehensive fundraising coordination throughout UAF.
5. **Collaborate** with UAF Development to reach fundraising success. Development staff can help you strategize by:
 - Coordinating your fundraising efforts with others at UAF to present a coordinated message to potential donors.
 - Choosing the best timing, mechanism, and ask amount for the most effective results.
 - Researching potential donors that may be interested in your programs.
 - Providing valuable tax credit information that may assist corporate donors with their giving.
 - Assisting with helping to ensure all donors are thanked for their support of UAF.