



Club Sports Fundraising and Donations Guide

Club Sports Fundraising & Donations Guide Contents

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PURPOSE

This guide is intended to help you in your fundraising and donation collecting process. The topics covered will include how to start planning a fundraising event, money handling, types of fundraiser, typical do's and don'ts, and the donations process. Please review this guide before you begin planning out any events or projects so that you can better understand what is required of the team and how to go about hosting a fundraiser properly. You may also have further questions after reviewing this document. Please feel free to reach out to the Competitive Sports Coordinator (angelica.adame@ucdenver.edu) or the Assistant Director of Programs (lindsey.inglehart@ucdenver.edu) for any clarification.

HOW TO PLAN A FUNDRAISING EVENT

Fundraisers are hosted in an effort to raise money and awareness for specific clubs and organizations. There are a couple of things that should be thought through before you request a fundraising event.

1. **Revenue & Costs:** Calculate the costs the team account will incur hosting this fundraiser. Costs can include groceries, facility reservations, medical/police services, marketing, equipment, etc. Then determine what you expect your revenue will look like. If you are charging entry fees, determine what you need to charge in order to bring in a profit. If you are selling items, estimate what you need to charge and how much you need to sell in order to bring in a profit. If the revenue exceeds your costs, move forward with the planning process.
2. **Date, Time & Location:** Figure out when and where you will host your fundraiser (if applicable.) Reach out to the necessary people to determine space availability for your event. If your event will be hosted by a restaurant, determine the date and time range you could host the event. Date, time and location should be given plenty of thought and determined by what will bring in the largest number of people/traffic.
3. **Volunteers:** Determine how many volunteers you will need (if applicable.) Ideally, your team members should be the volunteers for the event.
4. **Logistics & Details:** Assess the logistics of the fundraiser and make sure you have a thorough plan for running the event. Try to think through what it will take to effectively run the event and have a plan of action or a team (ideally, officers and members) ready to assist in various tasks. If you are hosting a fundraiser through a restaurant or other entities, gather as much information as possible from those groups about expectations, marketing, collecting funds, day-of information, etc.

Once the above items have been worked through, reach out to the Club Sports staff to inform them of the fundraising event you would like to host. The Club Sports staff must be notified of fundraising events at least one week in advance of the event. Depending on the type and scale of your fundraising event, a Home Event Request form may need to be filled out. Home Event Request forms are required at least three weeks in advance of the event date. Information about home event requests can be found on the Officer Resources page on the Wellness & Recreation Services website. If you believe your fundraiser will require a Home Event Request form or are unsure, please reach out to the Club Sports staff.

TYPES OF FUNDRAISERS

This is a short list of various fundraising activities your club team could organize. Activities include, but are not limited to:

1. Bake sale (food handling guidelines must be followed)
2. Profit share
3. Merchandise sales
4. Walk/run race event
5. Sport-a-thon (swim-a-thon, erg-a-thon, etc.; These are events where individuals can pay a team a certain amount of money for athletes to complete a certain number of laps, miles, tricks, etc.)
6. Crowdfunding
7. Calendar sale
8. Car wash
9. Field day
10. Helping hand (teams can provide services to groups around the community for pay; services include trash pick-up, lawn care, event work, etc.)

MONEY COLLECTION

Funds from a fundraising event can come in the form of cash, credit card payment or checks. Below are a few rules to note for each payment type:

1. Cash: Club teams should obtain a cash box to store any money received during their event. Cash should be deposited with the Club Sports office on the same business day the money is collected. Clubs can also request a staff member's presence at events to handle cash.
2. Credit card: Individuals will usually pay by credit card if there is a registration cost or entry fee for the event. The Club Sports office cannot accept walk-in credit card payments. If the event was set up within our Fusion system, the funds collected for registration will be allocated to the team's speedtype. Teams can request a report to determine their number of entries and revenue brought in.
3. Check: All checks are required to be made out to "CU Denver" in order to be deposited with the Bursar's office. Checks must be brought in to the office within 48 hours of receiving your check. If your check is being mailed, it must be mailed to:

Lola & Rob Salazar Student Wellness Center
1355 12th Street

ATTN: Angie Adame or Lindsey Englehart
Denver, CO 80204

DONATIONS

Clubs can also receive donations in order to support their team. Donations can come in the form of cash, check, online payment or gifts-in-kind.

1. Cash or Check: Clubs can accept cash or checks as donations from others. Officers must immediately turn in cash or checks to the Club Sports office, so the donation can be delivered to the CU Foundation for deposit. The following information is needed along with the donation
 - a. First and last name of donor
 - b. Email Address
 - c. Mailing Address
2. Online Payment: Clubs can direct donors to the [Club Sports Gift Fund](#) housed through the CU Foundation's Giving page. They can make a one-time donation or set-up a recurring donation for the team. All donations for a specific club through the Giving page must have a "Comment" with them indicating the team that the donation is for. The "Comment" box is located on the same page where the donor is asked to provide their contact information. **Please share this with your donors if they intend to use the Giving page or indicate this in any communications/marketing that the team shares directing individuals to the Giving page on behalf of the club.** If a donation comes through the Club Sports Gift Fund without indication that it is intended for a specific team, it will remain in the general program donation account.
3. Gift-in-Kind: Please refer to the [University of Colorado's policies and procedures for GIK](#) and involve the Competitive Sports Coordinator and/or Assistant Director of Programs for assistance through this process.

The proper language to use when referencing receipting for donations is **GIFT RECEIPT**. Do not refer to it as a tax-receipt in order to protect you from any kind of liability in regard to accounting or tax-related matters.

The CU Foundation is the organizing body that handles all donations and gifts to the CU system and its associated departments, programs and organizations. All donations turned in on behalf of a club to the CU Foundation will go directly to the club, meaning the CU Foundation will not receive a percentage of the donation. Clubs will receive 100% of the donation.

If you ever have any questions regarding fundraising, donations or any related topics, please feel free to contact the Competitive Sports staff for assistance or someone from our [University's Controller's Office](#) for direct help.