



The Office of Corporate and Foundation Relations

GUIDELINES FOR DEVELOPING PROPOSALS FOR CORPORATE AND FOUNDATION FUNDING

The Office of Corporate and Foundation Relations (CFR) is responsible for the development and management of *relationships* between Fayetteville State University and companies and foundations. Our goal is to work with FSU faculty to develop and submit proposals that have the best chance of receiving funding and securing partnerships. The CFR office serves as a clearinghouse for all solicitations to companies and foundations; therefore, it is essential that faculty and staff communicate with the CFR office to ensure consistency in funding requests across campus.

Funding requests should not be sent to corporations or foundations without consulting the CFR office.

Developing Proposals for Corporate and Foundation Funding

STEP 1: Develop a CASE Statement

Complete the 'Case Development Form' following these guidelines below. This form is **required** when seeking assistance from the CFR Office. You should be able to answer these questions prior to contacting the CFR office. This form should be signed by your Chairperson, Director or Dean prior to submission to the CFR Office. Once the form is received, it will be routed to the appropriate development officer, and you will be contacted within 1 week to discuss the project.

STEP 2: Prospect Research

The CFR office will assist you in developing a prospect list for your project. The CFR office will work closely with you and the prospect researchers to identify organizations with funding priorities that align with your outlined project. The CFR office will also examine the past relationship and funding from prospect organization(s) to determine best strategy for achieving positive results.

STEP 3: Cultivation

Before the solicitation process begins, it is essential to build a fundraising base. The CFR Officers will use the best determined strategy to cultivate the prospect(s) to move towards a charitable contribution. This process may take place in a variety of ways. The CFR Office will communicate and collaborate with you on the best strategy for this process.

STEP 4: Solicitation

Proposals should be sent to prospects after a relationship has been established. The project must align with the interests of that organization. Proposals submitted without developing a relationship are often declined. The proposals will be submitted through the CFR office to maintain consistency across campus, and the CFR Office will contact you with the outcome of the request. If funded, the CFR Office will deposit and route the funds to the appropriate account for the project. For new projects, development officers will work with you and your business manager to set up account/fund number for funds to be allocated.



STEP 5: Stewardship

The Stewardship process across companies and foundations will vary. Corporations and Foundations may request progress reports. These reports are the responsibility of the department and individuals running the program, *not* the CFR office. The CFR office will work with you to make sure you and your departments are aware of the reporting requirements and deadlines. A copy of the report should be submitted to the CFR office for review prior to submission. Other Stewardship efforts will be the responsibility of the CFR office in consultation with the Stewardship office.

Contact Information for the Office of Corporate and Foundation Relations

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CASE DEVELOPMENT FORM

TITLE OF PROJECT/PROGRAM:	
PROJECT DESCRIPTION: In a page or less , please describe the project: What is the purpose? What will you do? With Whom? Where will it take place? Who will benefit from the project? What makes the project unique/most important? What steps will be taken to achieve success?	
How does your project align with the goals of the department, college, and/or University?	
What are key words that address your project? (e.g. “at-risk youth”, “communication disorders”, “restorative justice”, “climate change”, etc.) This will help in researching prospects.	
STATEMENT OF NEED: Describe the specific issue that your project will address. Why is it necessary? How will this project change current conditions?	
GOALS/OBJECTIVES/OUTCOMES: What specific changes do you expect to make in the community or among the beneficiaries as a result if this project? What are the expected outcomes?	
ACTION: What steps will be taken to achieve success for this project?	
EVALUATION: How will you measure success for this project?	
RESOURCES: What resources do you need for this project to be successful? (<i>staff, equipment, training materials, space rentals, etc.</i>)	
BUDGET: Please provide an estimated budget for this project.	\$



<p>You may use the Budget template available on the CFR website if you wish.</p>			
<p>Collaborative Partners: Please list any collaborators (on and off campus) and their affiliated organizations.</p>			
<p>What are possible funding sources you might recommend as a fit for the project? (e.g. hospital systems, hotel chains, law offices, foundations funding 'at-risk' youth, etc.)</p>			
<p>Do you have a Board associated with this project?</p>		<p>Who is your Business Manager?</p>	
<p>Name your Department/Unit/School:</p>		<p>Form prepared by: Please list contact information.</p>	

Completed form may be submitted to the CFR Office:

By E-mail to Thbrothers@uncfsu.edu

A CFR Office staff member will contact you within 1 week to discuss next steps.