



FREQUENTLY ASKED QUESTIONS (FAQ) FOR FUNDRAISING ASSIGNMENT

1. What is the purpose of this assignment?

The purpose is to help raise funds and awareness about the WeLead program. The \$1,000 minimum fundraising goal is used to cover graduation, the kick-off event, and next year's operating costs. This project is a great way to ensure that next year's class has the same opportunities you have this year.

If each group reaches the \$1,000 minimum or more and exceeds the \$5,000 class total, WPI will put the overage toward headshots and cover the remaining costs.

2. When and what should I include in my group's fundraising plan?

The fundraising plan should include a detailed proposal that illustrates how your group will raise the \$1,000 (or more) as well as an *itemized list* of what materials/resources you will need from WPI. The deadline for this is **Friday, October 30, 2015 at 5:00 PM**. Comments will be provided shortly after your plan is sent to WPI for approval.

3. Does WPI have any suggestions for fundraising strategies?

There are many options. Your group can write a fundraising letter, host an event, solicit a single company, make a pledge to do community service for a woman's advocacy organization, etc. Whatever your group decides, be sure to include the theme of WeLead: women's leadership training and development.

4. What resources can WPI provide?

The office can provide the following:

- a. Work space to stuff envelopes
- b. WeLead letterhead, WeLead logo, WPI Brochures, newsletters, promotional material (electronic versions are available)
- c. WeLead Alumni Listserv promotion

Remember, WPI can only provide you with resources and materials to assist you with your fundraising. We cannot solicit donors, find an event space, and/or implement your fundraising plan. This is the responsibility of the group and its members.

5. What materials or strategies need approval from WPI?

Any solicitation campaigns (emails, letters, or other outreach materials that use WPI-WeLead logos and letterhead) must be sent to and approved by WPI. This is to ensure that the solicitation sent out is clear and appropriate.

6. I have a donor interested in giving to my group. How can they donate?

Online

The donor can donate by going to the link below. This link will lead them to the fundraising page set up for WeLead. **The minimum amount to donate online is \$10.**

Once they arrive at the WeLead Fundraising page, they can click on the “*Make a Donation*” button. Here they will fill out the following: **billing information, gift amount, and group designation.** **There’s a message box where they can write the group name and ensure their donation is designated for that group. They should then hit the submit button to complete the donation.

WeLead Fundraising Page Link: <https://fundly.com/welead-2015-2016>.

If the donor has more questions about the process they can visit this link:

<http://support.fundly.com/knowledgebase>

By Mail

The donor can make a cash, check, or credit card donation. All donors must fill out the fundraising donor form located on the WeLead Training Schedule website.

Credit Card Donations:

Fill out and mail the completed donor form to WPI’s address with an envelope:

*Women & Politics Institute, American University
4400 Massachusetts Avenue, NW
Ward Circle Building, Room 237
Washington, DC 20016*

-OR-

Submit the completed donor form by emailing it as an attachment to mylienle@american.edu

Check Donations:

Fill out and mail the completed donor form to WPI’s address (shown above in the Credit Card Donation section) with an envelope. Additionally, make checks payable to the ***Women & Politics Institute.***

Cash Donations:

Fill out and mail the completed donor form to WPI’s address (shown above in the Credit Card Donation section.)

7. The donor wants to write a check. Who do they write it out to?

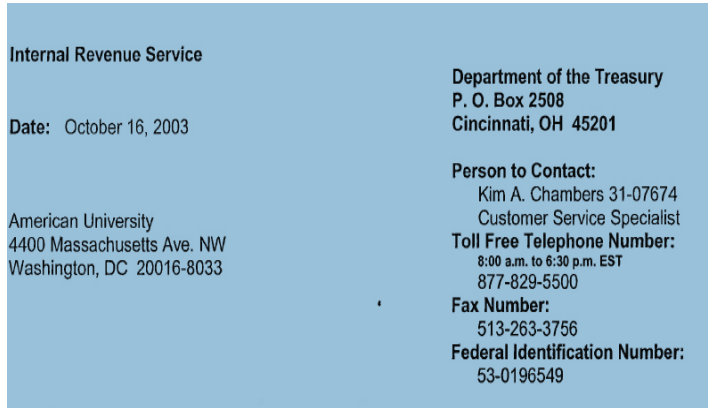
Write all checks out to the Women & Politics Institute.

8. Our group is interested in hosting an event. How do we accept the donations?

The best way to collect cash donations is for your group to collect all of the gifts (cash, credit card, or check) and make sure the donor completes the donor form. You should then send those gifts and forms to WPI as one submission.

9. Is WPI a 501(c) 3?

Yes. Donations are tax-deductible.



10. Will the donor receive a thank you letter?

Yes. The donor will automatically receive a thank you letter with the tax deductible code for WPI (sent with online and mail gifts). You are welcome to send a personalized thank you in addition to our receipt.

11. Will WPI provide updates on each group's donations?

Yes. *Every Friday starting on November 6, except Friday, November 27 and December 25, 2015*, we will send you a list of all contributions received. The list will only reflect what the office receives at the end of each week. It is your responsibility to follow up with donors about whether they have given their promised gifts. Please do not ask us to confirm receipt of contributions or to reconcile discrepancies until you receive the Friday updates.

12. One of our donors forgot to specify the group on the donation form. How do we claim this gift?

A list of unclaimed donations will be listed during the weekly Friday donation updates. If you see that one of those donations is yours, please let us know. We will then designate that gift to your group.

13. Our group has extra materials given by WPI. Can we give it back to the office?

Yes. Any leftover materials (brochures, letterhead, flyers, etc.) should be given back to the office.

14. When is the final deadline for the project?

Friday, January 22, 2016 is the final deadline and the last day WPI will accept donations for your project.