Guidelines for Solicitation of Sponsors

StudOrgs must follow these guidelines when reaching out to individuals, local merchants, or corporations (an agency) for donations. This is to ensure sure we do not request funds from the same donors multiple times and to ensure the most professional BC representation.

A StudOrg cannot request an agency:
1. If the agency is already a corporate sponsor to the College or District;
2. If the agency has already been asked and has turned down sponsorship;

What a StudOrg can offer an agency:
1. A tax receipt, if needed by the donor;
2. Agreed upon by all parties individualized benefits from the StudOrg; and
3. Acknowledgement to the agency donor for their support.

1. Any agency can contribute to StudOrg endeavors in one of three ways after an approved solicitation request from the Director of Student Life:
   a. A direct donation of monetary or gift certificates (items of cash value)
   b. Other non-monetary donation of merchandise, products, services, etc. (“gift-in-kind”)
   c. A co-sponsorship understanding where the agency will receive recognition from the StudOrg in response to a contribution of money or gift-in-kind

2. All solicitations of agencies must be approved through the Office of Student Life, who will consult with the Bakersfield College Foundation Office. An electronic version of the letter must be submitted to the Director of Student Life for approval before any outreach can occur. The letter must contain the following items:
   a. The Main StudOrg contact information
   b. A description of the activity or event which your StudOrg is seeking support
   c. The mission of the StudOrg and how the activity or event helps in aiding the mission
   d. Any promotional materials that will be used for solicitation
   e. Methods your StudOrg will be contacting/approaching the merchants
   f. A list of potential businesses/donors including names, titles, addresses, etc.
   g. The amount of money or services you are requesting
   h. The ways co-sponsoring businesses or corporations will be acknowledged

3. Submit your request for approval to the Director of Student Life at least two (2) weeks before any outreach is to be conducted.

4. If the value of the request/ask is $250 or more and the agency would like a tax receipt for their charitable contribution, you must email the Office of Student Life with the request and information of the agency to studentlife@bakersfieldcollege.edu.

5. All donations must be received in a form of a check that is written to "Bakersfield College". All donations must be submitted to the Office of Student Life, which will then be deposited into the specific Club Accounts.

6. StudOrgs should acknowledge the assistance or contribution of co-sponsoring agencies in programs, banners, displays or on printed event memorabilia (party favors, T-shirts, caps, etc.)