

STUDENT FUNDRAISING BOOTCAMP

September 19, 2026



Cal Poly
Pomona



Agenda

- **Morning (10 a.m. – Noon)**
 - Basics of Donations and Philanthropy
- **Lunch (Noon – 1 p.m.)**
- **Afternoon (1 p.m. – 3 p.m.)**
 - Strategic Fundraising



Presenters

Grace Johnson

Sr. Associate Director, Annual Giving

Brooke Fessler Owens

Executive Director, Annual Giving & Stewardship

Charlotte de Joya

Annual Giving Specialist

Joann Chen

Gift Processing & Records Management Analyst





General Terminology

Term	Definition
Philanthropy	Voluntary giving of time, talent or treasure to improve the lives of others. At CPP, philanthropy helps students succeed.
Prospect	An individual, business or foundation that shows potential to support an organization.
Donor	Anyone who makes a charitable gift, regardless of amount. Every donor matters.
Annual Giving	Gifts made each year that provide immediate support for university priorities.
Leadership Gift	A gift at a level recognized for exceptional annual support. CPP considers this a \$2,500+ gift.
Major Gift	A significant philanthropic investment, often transformation in nature, defined differently at every institution. CPP considers this a \$25,000+ gift.



Notable Governing Entities

Associated Students, Inc. (ASI)

A student-run organization that is funded by mandatory state fees (not tuition or state funding), which helps provide events, services, spaces and financial support to student clubs.

Cal Poly Pomona Philanthropic Foundation (CPP-PF)

Accepts philanthropic contributions to advance the mission of the university.

Cal Poly Pomona Enterprises (CPPE)

A resource generating auxiliary CPP entity that provides services to the campus community. (Ex: Bronco Bookstore, Dining). Provides accounting services for CPP-PF.





Type of Accounts You Need to Know

ASI Account (3XXXXXX)

Your club's general operating account (non-charitable money).

ASI Donation Account (5XXXXXX)

Your club's account for charitable donations held by ASI.

Philanthropic Foundation Account

A charitable fund held by the Cal Poly Pomona Philanthropic Foundation (CPP-PF)



Show Me the Money!

	ASI Agency	ASI Donation	Philanthropic Foundation
Purpose	Club Operations	Club Charitable Donations	Large Charitable Donations
Managed By	ASI	ASI	CPP-PF and CPPE
Access	Club Officers	Club Officers	Advisor, Budget Analyst, CPPE
Gift Size	Any Amount*	Under \$3,000 per donor**	Any Amount
Spending	ASI Rules	ASI Rules	CPP-PF Rules

**Money deposited into the ASI Agency accounted are considered non-gifts and therefore have no charitable contribution or tax-deductible value to the donor.*

***ASI donations over \$3,000 must be deposited into a Philanthropic Foundation fund. If there is no directly correlated club fund, gift processing will work with the appropriate area budget analyst to determine one.*



HOW A GIFT GETS PROCESSED

Refer to ASI Gift Processing Policy & Procedure Handout





Life Cycle of a Gift

How a Gift Moves from Donor Commitment to Funds Available for Student Club Use



**Gift
Committed**

Donor
commits
to support
student club



**Gift
Received**

Online,
through gift in-
kind process,
check/cash
received via
PO Box, Box
at SSB or in
person at
CTTI*



**Gift
Processed**

Logged,
reviewed and
deposited**



**Gift
Recorded**

Entered into
University
Advancement's
database for
fundraising,
reporting and
donor
stewardship



**Funds
Available**

Transmitted to
ASI Financial
and available
for use***



**Receipt
Sent**

Receipt &
acknowledgment
sent via email or
mail

**PO Box 3121 Pomona, CA 91769 | University Advancement VP's Suite (3rd floor) | CTTI Bldg. 220B Rm 133*

***if \$3,000+ the donation will be deposited into a CPP-PF account*

****If the donation was deposited into a CPP-PF account, it will not be transmitted to ASI Financial*



Budget Analysts

CPP staff member that helps manage, plan and review the university's money and financial resources. They review funding requests, monitor spending and make sure departments follow state laws and school rules.

Full list found here:



College of Business Administration Rose Eseyan (reseyan@cpp.edu)	College of Letters, Arts and Social Sciences Julie Froid (jafroid@cpp.edu)
College of Education and Integrative Studies Zeida Garcia (zmgarcia@cpp.edu)	College of Engineering Shauna Gilkinson (ssgilkinson@cpp.edu) Maria Nino (mmينو@cpp.edu)
College of Environmental Design Sandra Gutierrez Magallanez (smagallanez@cpp.edu)	College of Science Margaret Lau (mmlau@cpp.edu)
Collins College of Hospitality Management Chitra Perera (cperera@cpp.edu)	Huntley College of Agriculture Winnie Law (wlaw@cpp.edu)



Philanthropic Foundation Terminology

Term	Definition
Donor Intent	The university's commitment to use a gift exactly as the donor intended.
Unrestricted Gift	A gift the university can direct to its greatest needs. (aka Bronco Fund or Dean's Excellence Fund)
Restricted Gift	A gift designated for a specific purpose, such as scholarships or a college. Gifts to clubs are considered restricted.
Scholarship Fund	Financial assistance funded by donors or the university to support students. Scholarships are a type of restricted fund where all the funds must be used toward a scholarship.
Employer Matching Gift	A contribution made by a donor's employer that matches the donor's gift. Many companies will match all or a portion of an employee's donation. Donors request the match through their employer after making their gift.
Fair Market Value (FMV)	The hypothetical price an item would be sold in an open and competitive market.



Ways a Donor Can Give



Online Gift

Credit/debit card donation through an official CPP giving page. The donor selects the fund they wish to support and receives an instant confirmation upon completion.



Cash or Check

A donor gives cash or writes a check to support your club or program. Checks should be made payable to the appropriate entity (ASI or CPP-PF) depending on the gift.



Gifts of Securities

A donor transfers stocks or mutual funds. The securities are transferred to the university. These gifts require coordination with Gift Processing and are processed through CPP-PF.



Gift In-Kind (GIK)

A donor contributes goods or equipment instead of money. These gifts follow the university's gift-in-kind process and documentation requirements.

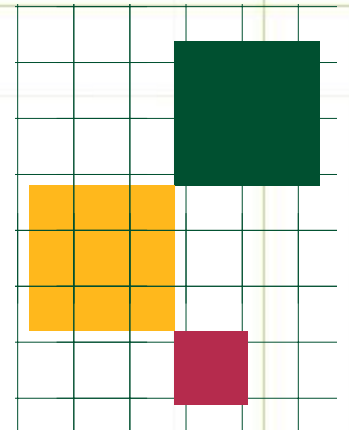


Donor Advised Fund (DAF)

A donor requests that their DAF send a grant (typically as a check) to CPP-PF. Once received, the university processes like any other charitable gift. No receipt is sent directly to a donor, but they are credited as a donor when provided.



BREAK
(10 minutes)





Fundraising with Goods & Services

For charitable giving, **goods and services are things of value a donor receives in exchange for their payment.**

What you need to know:

- The IRS generally considers a payment a charitable contribution when it is made without receiving something of substantial value in return.
- If a donor receives something in return, the donation is treated differently
- The total of goods & services will be removed from their charitable “tax-deductible” amount but does not decrease the amount you receive.

Examples:

- Event tickets or admission to an activity
- Food or meals
- Merchandise or promotional item

Contact gifts@cpp.edu for review and approval to utilize goods & services



Fundraising with Sponsorships

Sponsorship

A business, organization or individual provides money, goods or services to support a club, event or activity and receives some form of recognition, access or promotional benefit in return a.k.a. goods and services.

For student clubs, that might include:

- A logo on promotional materials
- Social media mentions
- Tickets, meals or event admission
- T-shirt, poster, commemorative item

Remember: Sponsor receives something of value? Part of their payment may be non-charitable and will be noted on their tax receipt.

Please send sponsorship packets to gifts@cpp.edu for review and approval



Fundraising with Sponsorships

Sponsorships with goods or services attached

- A company pays \$2,500 and receives tickets to event and its logo in event program.
- A company donates \$500 at a sponsorship level which includes a t-shirt and poster.

Sponsorships without a physical item

- A company pays for logo placement on the club website.
- A business receives social media recognition throughout the semester.
- A sponsor is introduced to event attendees.
- A company receives naming rights for a competition or award.
- A sponsor is listed at a particular sponsorship level in programming.

Charitable gifts rather than sponsorships

- A company gives \$1,000 and requests nothing in return.
- An alumnus pays for student travel without receiving recognition or access.
- A parent donates equipment and receives only a thank-you letter.
- A business supports the club anonymously.



Recognition ONLY Sponsorship Example

Sponsorship Levels

Basic (\$250)

Company Name or Logo featured on Team's sponsor page

Elevated (\$500)

Company Name or Logo featured on Team's sponsor page

Company Name or Logo included on home game broadcasts

Company Name or Logo on all game preview and game results posts on social media

Premium (\$1,000)

Company Name or Logo featured on Team's sponsor page

Company Name or Logo included on home game broadcasts

Company Name or Logo on all game preview and game results posts on social media

Player of the Game named after Company and is posted on social media.



Goods & Services Sponsorship Example

Sponsorship Levels

Basic (\$1,000)

Company Name or Logo featured on signage
Company Name or Logo featured on Team's sponsor page

No Goods & Services
provided to Sponsor.

Elevated (\$2,500)

Company Name or Logo featured on signage
Company Name or Logo featured on Team's sponsor page
VIP Admission for 5 into event, including t-shirt, food and drinks

FMV Total: \$168.30

Sponsor received
admission, t-shirts, food,
and drink with
sponsorship, so this gets
deducted from their
sponsorship donation.
Your club would need to
provide receipts or
quotes showing the cost
of the goods & services

Premium (\$5,000)

Company Name or Logo featured on signage
Company Name or Logo featured on Team's sponsor page
VIP Admission for 5 into event, including t-shirt, food and drinks
Access for 10 into pre-event Reception
Social Media recognition

FMV Total: \$336.60



Q&A





Accepting Gifts Year-Round

One-Time CPP-PF Gift

Typically, at request of a donor

- Use the “Search for a fund” site: cpp.edu/giving/search
- Locate your fund and use the link generated when you select “Donate”
- If you are unsure of a fund or don’t see it, please contact annualgiving@cpp.edu

One-Time ASI Gift

Typically, at request of a donor

- Visit the [ASI Club Fundraising site](http://asi.clubfundraising.site) and find the [charitable donation link](#)
- Direct the donor to locate your fund under “I want to support”
- If you don’t see your fund, please contact gifts@cpp.edu to have yours added



Accepting Gifts Year-Round

Ongoing Gifts

Web, socials or print

- Contact annualgiving@cpp.edu
- Generate targeted giving link for year-round use and includes a bitly URL and QR code.

For information regarding how to give through other means, visit our “Ways to Give” site: cpp.edu/giving/give-to-cpp/ways-to-give





Accessing Philanthropic Funds (CPP-PF)

Know which accounts your club is using or may use

- Club specific or Department Philanthropic Foundation account (CPP-PF)

If you are new to using a CPP-PF account, start with your club advisor

- Students do not have direct access to OneSolution.
- OneSolution is the program we use for philanthropic fund accounting with CPPE.

Your advisor, budget analyst and account signers can use OneSolution to

- Find where your funds are located
- View available budget and determine spending
- Identify the authorized project (account) signers

You should confirm

- Where are your funds and how much is available?
- Who is your budget analyst?

Need help securing your club's expenses in a department CPP-PF account?

- A memo can be requested from annualgiving@cpp.edu once a semester to help ensure the appropriate amount is allocated for club expenses.

Refer to the [ASI website](#) for information relating to accessing and spending ASI funds.



Spending Philanthropic Funds (CPP-PF)

Create a spending plan

- Outline what your club wants to fund and estimated costs for the year

Give the plan to your advisor before making purchases.

- Your club advisor is the approved initiator for spending and works with the budget analyst to move requests forward

Confirm the expense is allowable.

- There are limits to what charitable donations can be spent on
- Refer to [CPP-PF Purchasing Card Policy No. 321](#) and [CPPE Policy No. AP 290](#)

Get approval before you buy.

- CPP-PF expenses may require approval from the department chair and college dean

Once approved, purchases may be made through:

- Authorized project signer or Department P-card
- Purchase Order or Disbursement Voucher (recommended for large purchases)
- Personal credit card for approved reimbursement (easiest for small purchases)

You can use both ASI and CPP-PF funds but not to split a total payment.

- Example: Conferences may have flights covered by ASI and entrance costs from CPP-PF, but you can't use ASI *and* CPP-PF funds for just flights



Best Practices

Talk regularly with your advisor + budget analyst

- Don't wait until you need to make an urgent purchase

Submit an annual spending proposal to your advisor or department chair

- Decide how you plan to use your philanthropic allocation and get approval before purchasing
- Consider allocating only a portion of your total philanthropic funds each year so you have resources if fundraising falls short

Ask before you buy and know which account is paying

- Never assume an expense is allowable or that a personal purchase will be reimbursed
- ASI and CPP-PF have different rules and processes, even when they're for the same activity

Plan for processing time

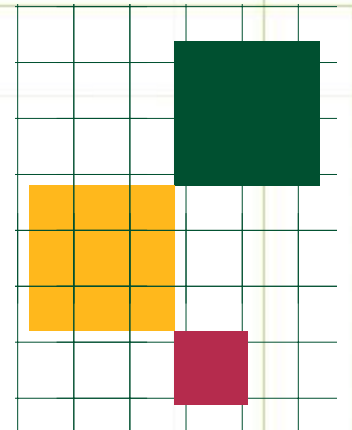
- Approvals, POs, travel forms and reimbursements don't happen instantly
- Submit [travel requests](#) at least one month before the event and save the ServiceNow ticket number from **Step 3A: Student Travel Authorization** for your **Step 3B: Non-Academic Authorization of Travel** form

Document everything.

- Keep your approved budget, receipts, ServiceNow ticket numbers and a record of spending



LUNCH
(1 hour)





Donor Lifecycle

Fundraising is not a transaction. A donor lifecycle turns "we need \$5,000" into an ongoing relationship with people who care about the club's success.

The best time to build a relationship with your next donor isn't when you need their donation!

Term	Definition
Engagement	Meaningful interactions that strengthen a person's connection to the university.
Cultivation	Building relationships with prospective donors before asking for a gift.
Solicitation	Making the actual request for philanthropic support.
Acknowledgment	The formal thank-you letter or receipt sent after a gift is received.
Stewardship	Thanking donors, demonstrating impact and maintaining meaningful relationships after a gift is made.
Impact	The outcome achieved due to a donor's generosity towards students, faculty, research or programs.



Building a Community of Engaged Prospects

Engaging with prospects is all about communication! Consider the channels available to you:



In-Person

Events
Conferences
Career Fairs



Email



Social

Instagram
LinkedIn
Facebook



Texting



Digital

Discord
Substack

Your audience is more than just students. Alumni still follow you after they graduate! Build your strategy around how people are communicating with you and vice versa.

Tip: Keep a record of your community's information (name, emails, phone, involvement) and add to it as you meet new people. This can become your cultivation AND solicitation list. Add your graduates as they become alumni.



Communicating to Your Community

What brings interest and value to keep your audience engaged?

- Upcoming event information
- Event recaps
- Project updates
- Recent wins or successes
- Student features (spotlights, day in the life, story takeovers)
- Alumni highlight

Most of these ideas make their way to social, but don't get put in the hands of your community. Take it one step further and share through another channel.

Unique Example: You meet a company contact at a career fair. Grab their business card and send a follow-up sharing one of the cultivation items above along with an offer to discuss further involvement with CPP and your club if they are interested.

Keep the solicitation off the table, cultivate them with *interest* and *value* first!



Case for Support

Every student organization has ideas that require resources.

Fundraising provides the financial support needed to expand programs, attend conferences, purchase equipment, host events, travel and serve the campus community.

Get out of the quid pro quo mindset!

Your experiences are valuable, not what you provide to them in return. Successful fundraising is more than asking for money, it is about inviting others to invest in your mission.

Who we are + What we need + Why it matters + What your gift makes possible



CASE FOR SUPPORT



Case for Support Builder

Rewrite “we need money” into “we create opportunities”

A case for support is the core story that explains **why your organization is raising money, what the funds will accomplish, and why someone should care enough to give.**

Complete the following statements:

- Our organization: We are _____
- Our goal: We are raising \$_____ to _____
- Why it matters: This is important because _____
- What the funds support: Donations will help pay for _____
- The impact: With your support, our organization/students will be able to _____

You’ve now created a case for support. Think of this as your elevator pitch for donors!



Case for Support Example (MISSA)

The **Management Information Systems Student Association (MISSA)** is raising **\$25,000 to support our annual Information Technology Competition (ITC)**, a student-run event that brings together students from 15 colleges and universities across Southern California to tackle real-world challenges in AI, cybersecurity, digital forensics, business strategy and data analytics.

ITC gives students across business, engineering and science disciplines the opportunity to collaborate, apply what they have learned in a practical setting and receive feedback directly from experienced industry professionals. Along the way, students strengthen the problem-solving, communication and teamwork skills they will need in their careers, which provides experiences they can take directly into internship and job interviews.

Your support helps fund event materials, meals, competition logistics and more than \$8,000 in student prizes, including \$1,000 awards for each first-place team. With your partnership, MISSA can continue providing students with an opportunity to test their skills, connect with industry and build the confidence and experience to take their next professional step.



Elevator Pitch (MISSA)

Management Information Systems Student Association (MISSA) is raising \$25,000 for our annual Information Technology Competition, a completely student-run event that brings together students from 15 Southern California colleges and universities to solve real-world challenges in AI, cybersecurity, data analytics and more.

These students get to apply what they're learning in the classroom, collaborate across disciplines and receive feedback directly from industry professionals. We've had past winners tell us that the experience gave them examples to talk confidently about in interviews and even helped them land internships.

Your support will help us provide the materials, meals, logistics and prizes that make that experience possible for this year's student competitors.



Solicitation

Your case for support gives you the **story and reason to give**. Solicitation turns that story into an **ask** and puts it in front of your engaged audience.

People may need to see your fundraiser **more than once** before they give. Use multiple channels throughout your campaign to **introduce, reinforce and remind** your audience:

Method	Purpose
Email	Gives you space to tell your story, explain the need and provide a giving link
Social Media	Builds awareness and lets your club's network amplify your campaign
Text	Creates a direct, personal way for club members to reach people you know
In-Person	Explain your goal personally, answer questions and build relationships

A multi-channel approach keeps the opportunity visible and gives many chances to donate.



Best Practices for Solicitations

1 **Make it personal.**

People are more likely to respond to people than organizations. Encourage club members to reach their own networks and explain *why they personally care*.

2 **Make it specific.**

"Support our club" is weaker than "Help us send 12 students to the national competition." Connect the ask to something tangible.

3 **Make it easy.**

Don't make someone hunt for the giving link, figure out what you're asking for or wonder what happens next. **One message. One clear ask. One clear action.**



Examples

California State Polytechnic University-Pomona changed my life. And I am so thankful for all the wonderful people I've been able to connect with because of programs like Rose Float, University Housing, Multi Cultural Council, campus tours and so many more.

MAKE A GIFT TODAY: <https://lnkd.in/gCa-Bsm7>

If you can give, please do so. Every dollar makes such an impact to support our next generations of Broncos.

#CPP #BroncosGive #CPPAlumni #CalPolyRoseFloat

I can't believe it's been 10 year since graduating!



Hey everyone! Today is the final day of Broncos Give at Cal Poly Pomona! 🍷💚 I'm raising money for the Renaissance Scholars Program. Most of you in my network have had 1:1 interaction with me throughout my professional journey and know that I wouldn't be the remarkable woman I am today if it weren't for the support I received along the way.

If our paths have crossed in a way that has inspired you or left an impact, I urge you to join me in supporting the current and future students of the Renaissance Scholars Program who aspire to be one of the 3% of foster youth who graduate from college with their bachelor's degree.

🌟 Give here TODAY before 9PM PST: <https://lnkd.in/gyDSdKuv>
#BroncosGive





Examples



BRNCOS GIVE

MARCH 18-19

36 hours of giving, 365 days of impact.

You might wonder how 36 hours of giving could turn into 365 days of impact. It happens when donations open a door that would have otherwise remained closed.

Broncos Give, Cal Poly Pomona's 36-hour fundraising event, will take place next week on March 18 and 19. Your gift during this time will help bridge the gap between students and opportunities like conferences, competitions and professional gatherings, which are often a student's first step into their future career and spaces where their confidence grows, connections are made and students begin to see themselves as professionals.

Last year, Broncos Give supporters were key in providing funding for American Planning Student Association students to attend a national conference. The club's president, Lucas LeVieux, said that the donors "removed a financial barrier at a critical early career moment for our members."

That early moment can shape everything that follows.

This year, you can make your impact go even further by giving during one of our \$5,000 matching gift moments:

- Wednesday, March 18 at 9 a.m. and 6 p.m.
- Thursday, March 19 at 6 a.m., noon and 7 p.m.

Additional challenges will be available throughout the 36 hours, creating even more opportunities to multiply your impact on CPP student experiences.

[View Broncos Give Matches](#)



Grace.

As a Cal Poly Pomona graduate, you know what it feels like when everything clicks, when you find your path.

For Hunter, that moment came when he least expected it.

After transferring to CPP, Hunter kept to himself and wasn't sure how to connect. Then he joined Horses for Heroes at the W.K. Kellogg Arabian Horse Center.

"A horse named Dollie came up to me," he said. "She was calm, curious and welcoming, and suddenly everything felt less intimidating."

Working with Dollie, Hunter began to build confidence and practical skills. He began to understand the level of detail behind the scenes, from medical treatment to carefully planned daily schedules that keep every horse healthy and safe. What started as a CPP "Learn by Doing" moment quickly became something more.

Before the program, he hesitated. Now, he speaks up, connects with others and is pursuing his goal of becoming a veterinarian.

That's the power of Cal Poly Pomona.

Opportunities like this don't happen by accident. They are made possible by alumni like you who choose to give back and support today's Broncos.

Your gift today will help students like Hunter apply what they learn, build confidence and discover what they are capable of.

[DONATE NOW](#)

Thank you for investing in the next generation of Broncos!





FUNDRAISING WITH ANNUAL GIVING

Guided fundraising with Bronco Launchpad and Broncos Give





Campaign Information

Crowdfunding

Way to raise money for a project or cause by asking a large group of people to each give a small amount, usually through online platforms.

Giving Day

A short, typically online, fundraising event that rallies around shared causes. It uses progress trackers, matching gifts and social media to create excitement and urgency.

Campaign Matching Gift

A gift used to encourage others to give during a specific campaign or event. When donors make qualifying gifts, the challenge donor matches them according to the campaign's rules until the available match has been exhausted.

Fiscal Year

12-month period used by businesses and governments for accounting, budgeting and tax reporting. At CPP, the fiscal year runs from July 1 through June 30.



Important Dates and Events

Event	Date and Information
Bronco Launchpad*	CPP's official crowdfunding platform is open to campus participants in the Fall semester. (Nov. 1 - Dec. 1, 2026)
Top 10 Challenge	Rewards the ten philanthropic or ASI funds that receive the highest number of faculty and staff donations with \$1,000 each. (Nov. 1 - Dec. 1, 2026)
Giving Tuesday	A global generosity movement held annually the Tuesday after Thanksgiving. (Dec. 1, 2026)
Calendar Year End	End of the tax year for donors (Dec. 31, 2026)
Broncos Give*	CPP's annual 36-hour "giving day" and is open to campus participants in the Spring semester. (March 10-11, 2027)
Fiscal Year End	End of business year for CPP (June 30, 2027)

**You can apply to participate in these campaigns*



Bronco Launchpad

Fall 2026 Crowdfunding Info Session



What is Bronco Launchpad?

- Bronco Launchpad is CPP's official crowdfunding platform
- Think GoFundMe or Kickstarter but just for Broncos!
- The perfect opportunity for you to engage with your network and raise funds



Types of Crowdfunding

Research

Travel for Conferences/Competitions

General Need

Project Events

Scholarship Support

Community Partnerships



2026 Changes: Campaign Expectations & Recognition

To support successful campaigns and meaningful donor engagement, Bronco Launchpad includes the following expectations and recognition opportunities:

- **Goal Progress Expectation**

Projects that reach less than 50% of their fundraising goal may be asked to wait before taking part in a future campaign cycle. Our team provides check-in meetings for underperforming projects.

- **100%+ Goal Achievement Recognition**

Projects that meet or exceed their goal will receive an enhanced stewardship package, including:

- ✓ Immediate thank you email when campaign ends (before December 4)
- ✓ Materials for handwritten thank you cards (December)
- ✓ A staff supported thank you video + email (December)
- ✓ An impact update via email or mail (Spring)
- ✓ Option to be featured in a news article (Spring)



What to Expect

Complete Page

Provide at least one photo and any text edits you have before we push it live.

Recruit Team

Be more effective by bringing others on board to help with outreach

Fundraise

Prepare to spend time connecting with donors. It's the most important thing you'll do!

Attend Training

If all the previous points seemed like things you need guidance on...we will have trainings!

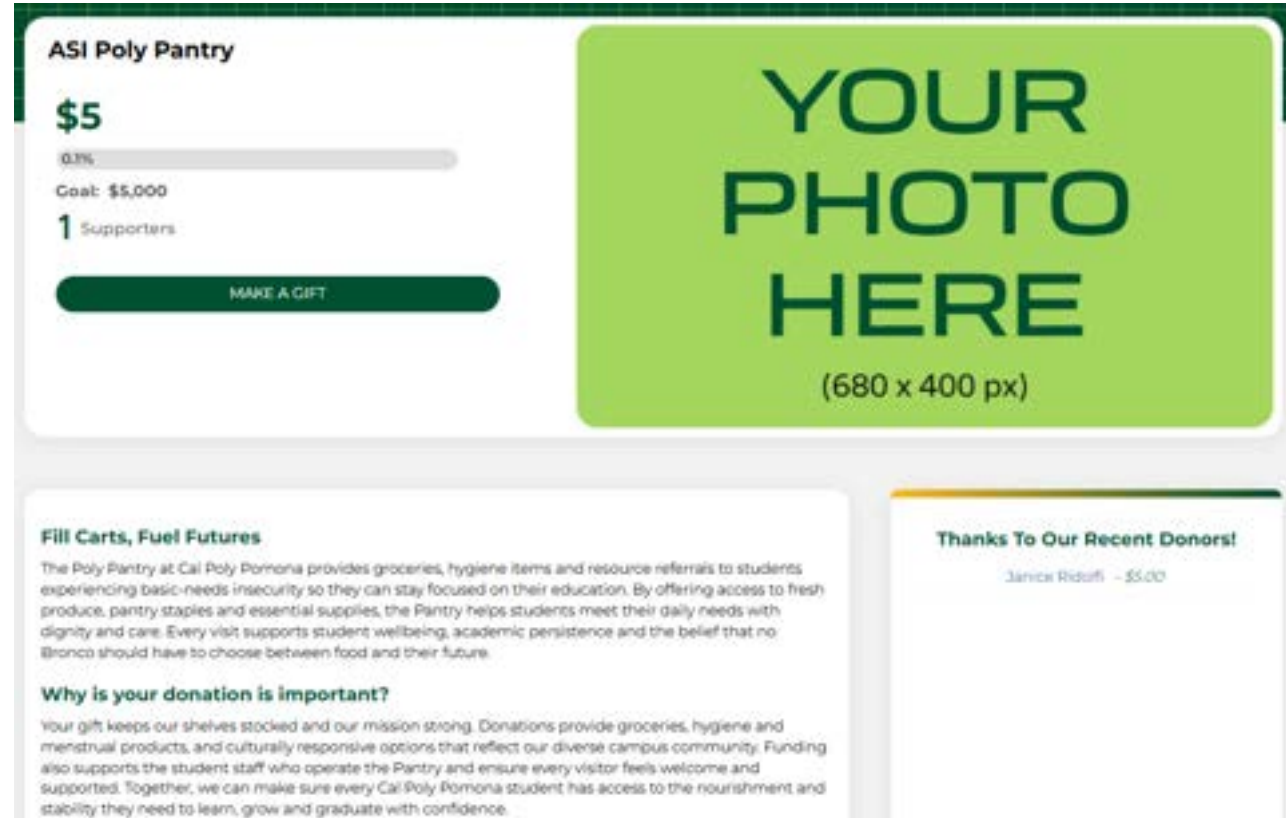


The Platform

Progress bar and goal
with real-time updates

Giving button appears
when project is live

Customizable description
about your cause



Personalize with
photos

Donor wall feature



The Application

- Each project requires an application be submitted by **September 30**
- To be approved, you must have an existing Philanthropic Foundation or ASI Donation account on record
- Choose a realistic goal based upon the new campaign expectations and recognition levels
- 15 question application with Questions 12 and 13 being used to build the foundation for your page

WHAT CAUSE

Who are you and what do you do?

Write 1 sentence about what you do as a program, center, club, etc. at CPP.

WHY FUND IT?

What will donations help you achieve?

Gather 2-3 sentence that describes the ultimate outcome and impact of donations.



Timeline

September

- Determine the what and why for the application
- Figure out Project's Philanthropic/ASI Donation account
- Submit application!

October

- Finalize Project page
- Attend Fundraising Training Session

November

- Fundraise for Project
- Share and connect with your network

December

- Wrap-up fundraising efforts on Giving Tuesday a.k.a. the global giving day
- Thank donors for their support



Application

- crowdfund.cpp.edu
- Click “Apply” in top left corner to access the application





Broncos Give

Highlights and Overview



What is Broncos Give?

Broncos Give is Cal Poly Pomona's **annual 36-hour fundraising event** that unites the campus community to support students, scholarships, programs and more.

It's fun, easy and the website features real-time updates as gifts come in.

Features exciting opportunities for donations to be doubled, which donors love!

BRONCOS GIVE 2027

March 10 at 9 a.m. - March 11 at 9 p.m.

36 Hours of Giving, 365 Days of Impact.



Matches and Challenges

CPP-wide Matches and Challenges

- **Matches**
 - \$5,000 starting March 10 @ 9 a.m. and 6 p.m.
 - \$5,000 starting March 11 @ 6 a.m., noon and 7 p.m.
- **Challenges**
 - Alumni Decade Boost: \$200 to the cause of an alum donation from each decade
 - Power of \$25: \$100 to the cause of 10 donors who give \$25+
 - Faculty and Staff Bonuses: \$500 boost to the cause of a faculty donation and a staff donation
 - Student Bonuses: \$100 to the cause of 4 student donations
- **Leaderboard Challenges**
 - Most Donors: 1st place receives \$1,500; 2nd receives \$1,000; 3rd receives \$500
 - Most Dollars: 1st place receives \$1,500; 2nd receives \$1,000; 3rd receives \$500
 - Most Student Club Donors: 1st place receives \$500, 2nd receives \$250, 3rd and 4th receive \$100 and 5th receives \$50.
 - Runs ONLY March 10 from noon to 1 p.m.



Important Dates

Jan. 27: Application Deadline

Feb. 10: Initial Captain Meeting

Feb. 15-19: Captain Training
(attend one session only)

Feb. 26: Deadline for Page Edits

March 3: Final Captain Meeting

Mar. 10-11: Broncos Give!

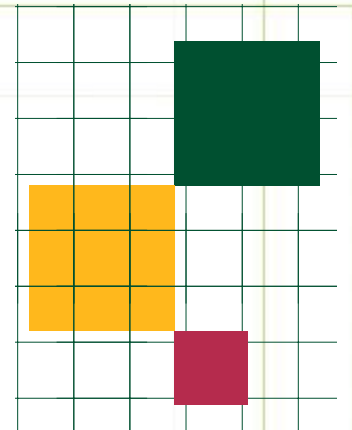
Key Takeaways

- A simple, high-impact way to raise funds for your cause.
- Captains receive a ready-to-use fundraising page and support.
- The application is short and due January 27.
- Trainings in February will prepare you for success.

Contact: Grace Johnson | givingday@cpp.edu | Teams (gracej)



BREAK
(10 minutes)





Stewardship

Don't let every interaction with a donor be an ask.

If someone only hears from your club when you need money, the relationship can quickly begin to feel transactional. Your donors should hear from you much more often about their impact than about your need for money.

Instead, donors should hear from you between solicitations in manner where you:



Show Appreciation



Share Impact

In a sense, cultivation and stewardship are similar. To make it easier for you, re-purpose your exact content for each audience!



7 Touchpoint Method

Since donors should hear from you **between solicitations**, the idea of **7 touchpoints between asks** comes into play.

The "seven" doesn't need to be treated as a rigid formula. It's a useful goal that encourages you to have **multiple meaningful interactions that aren't asking for money** before returning with another solicitation.

What CPP Does

General Stewardship

1. Gift acknowledgement (email)
2. Tax receipt (mail/email)
3. First gift of the Fiscal Year (email)
4. Summertime stewardship (varies)

What You Can Do

Targeted Stewardship

1. Thank you note (mail/email)*
2. News Update (email)
3. Event Invitation or Event Recap (email, text)
4. Impact update (all and a direct method)

People need to see the dollars matter!

**Offered as part of Bronco Launchpad and Broncos Give*



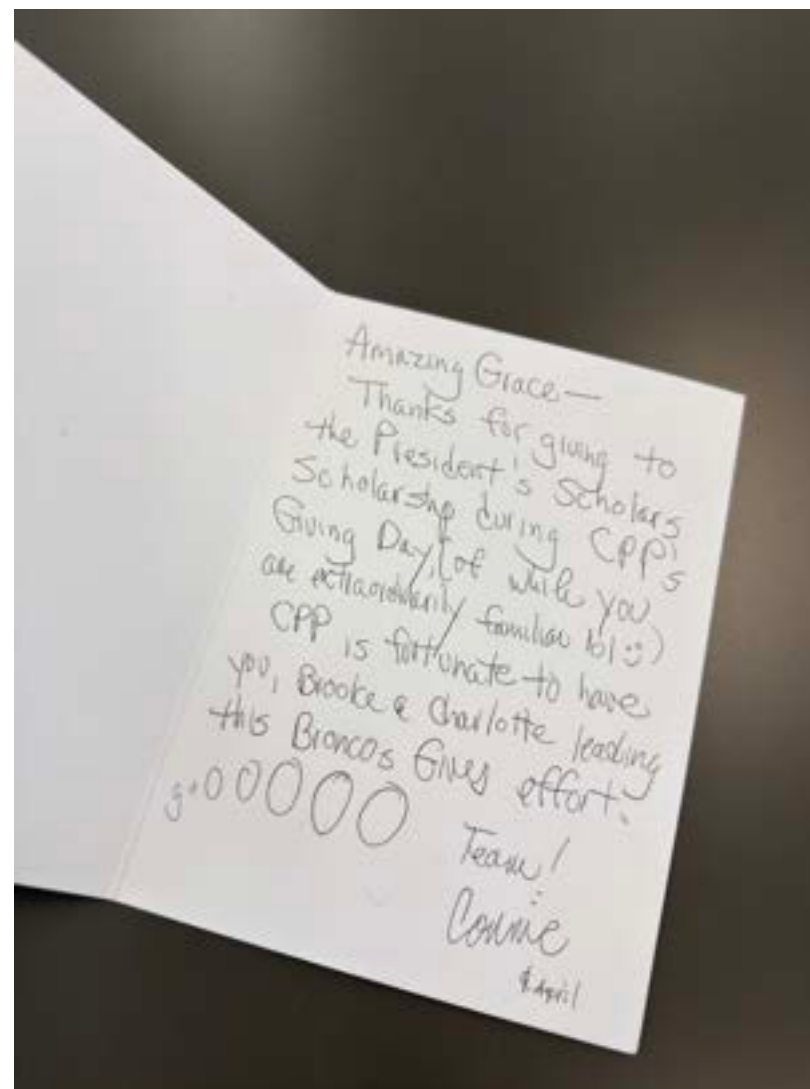
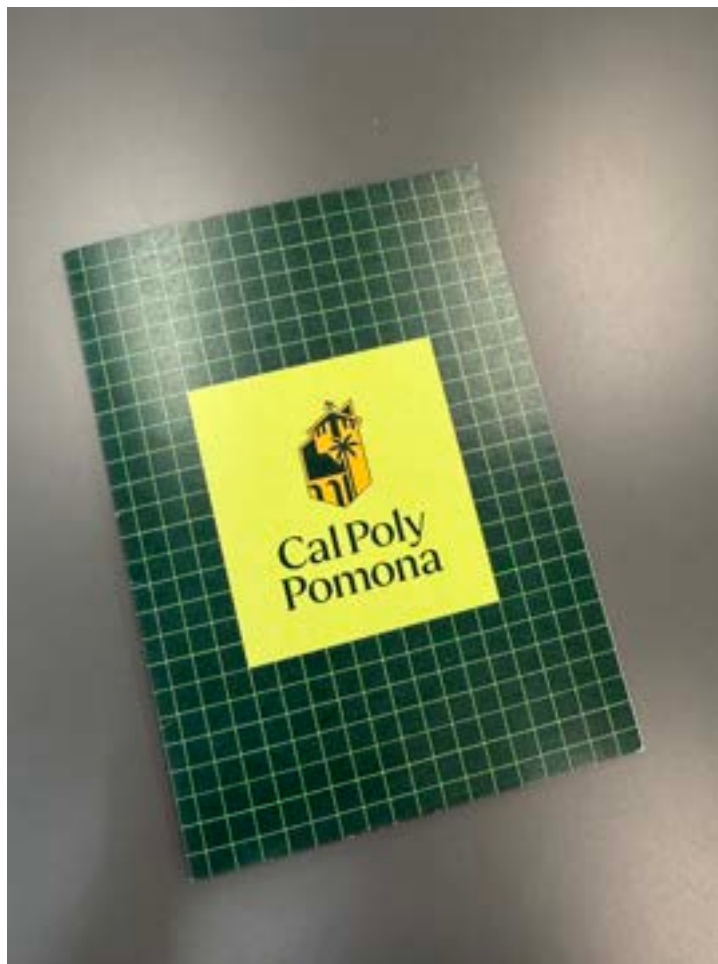
Photo Time!





Thank You Note Example

Bronco Fund Thank You Note





News Update Example

CLASS News Update

Building Southern California's Creative Future

February 26, 2024



Pomona, CA — While Cal Poly Pomona is recognized for its excellence in STEM fields, it has a rich history in creative expression, thought, and writing. Cal Poly Pomona's commitment to creativity spans faculty empowerment, interdisciplinary initiatives and centers, investments in performance spaces, and exceptional resources, including its designation as an official Steinway School for Music. Through a remarkable lineup of renowned programs and partnerships, the College of Letters, Arts, and Social Sciences (CLASS) and the College of Environmental Design (CED) have been steadily establishing the campus as one of Southern California's most dynamic hubs for arts education and cultural engagement—a destination for artistic innovation, professional development, and creative collaboration.

Become by Doing: Where Creative Practice Meets Professional Preparation



Creativity is coming to life at Cal Poly Pomona's College of Letters, Arts, and Social Sciences. Cornerstone programs continue to thrive, while bold new opportunities are coming to campus this year—reaffirming CPP's position as one of Southern California's most dynamic hubs for arts education and cultural engagement.

We are thrilled to share CPP will serve as the host site for the California State Summer School for the Arts, and we are launching the inaugural edition of Festival of Winds, showcasing CLASS's music program. At the same time, we continue to deliver world-class hands-on education that prepares students for meaningful industry careers, while hosting annual events that unite the creative community, inspire the next generation of arts and leaders, and expand access to arts to marginalized students in our own backyard.

Read about how CLASS is building Southern California's creative future.

[Read More!](#)

None of this would be possible without YOU and the generosity of our Bronco community. Thank you!



Event Recap Example

Philanthropy is Poppin' Event Recap Post and Email

PHILANTHROPY IS POPPIN'

Thank you for helping us celebrate our first Philanthropy is Poppin' faculty and staff donor appreciation event! We loved having the opportunity to celebrate you and the impact your generosity makes across Cal Poly Pomona.

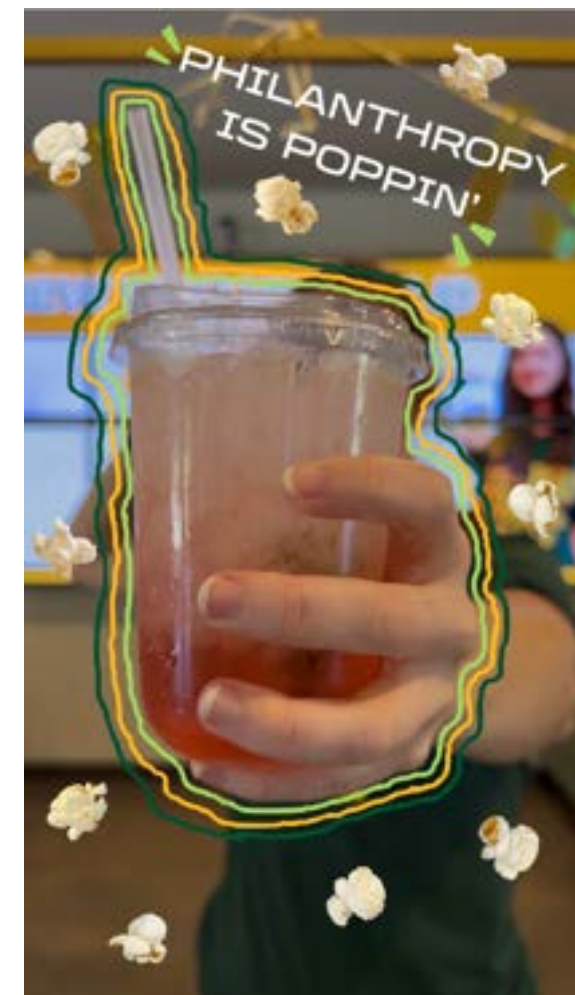
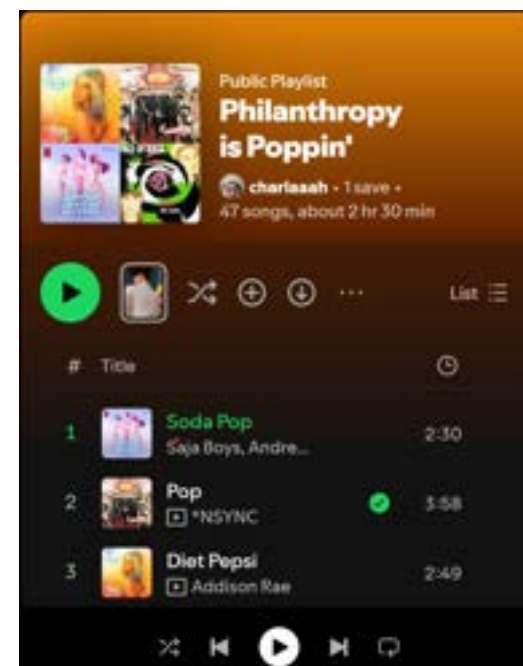
Whether you popped by or couldn't make it this time, we hope you'll keep the celebration going! Check out our event recap on [Instagram](#) and take a listen to our [poppin' playlist](#).

GET THE PLAYLIST

Thank you for being part of a community of faculty and staff who give back to support our Broncos.

We appreciate you!

April, Brooke, Charlotte and Grace
Annual Giving & Stewardship





Impact Report Example

Bronco Fund Impact Report



Scan the QR code or visit
bit.ly/BroncoImpact26

2025-26 IMPACT REPORT

BRONCO FUND



Cal Poly Pomona

Because of your generosity to the Bronco Fund, Cal Poly Pomona students are learning, growing and achieving more every day. We hope you enjoy seeing your impact in the stories that follow.

TOTAL RAISED FOR
GREATEST NEEDS **\$156,951**

Donors Make the Difference: From Future Teachers to Leaders



"Becoming a teacher is about helping young people recognize that they are part of history and have the power to shape what comes next."

Everett Elias returned to college at age 30 after years of feeling he was not smart enough or that he didn't belong in school. As an older student from a marginalized community, he pursued his degree and credential while managing bills, coursework, performance assessments, and clinical practice.

Everett was one of 22 Cal Poly Pomona students who received the PIE Partners In Education (PIE) Fellowship this year, all thanks to the generosity of PIE and Bronco Fund donors. Their support does more than cover immediate expenses, it removes barriers that might otherwise keep talented future educators from completing their preparation while providing a community of peers to encourage one another.

After completing his clinical practice teaching seventh-grade ancient civilizations, Everett graduated with his teaching credential. This fall, he begins his teaching career, hoping to share history from the perspectives of people whose stories have often been overlooked.

By investing in fellows like Everett, donors are not simply funding credentials. They are helping community-minded educators enter classrooms, strengthening schools and creating a better future—one educator and one student at a time.

AREAS SERVED BY YOUR SUPPORT

- Student Experiences and Clubs (34%)
- Scholarships (20%)
- Athletics (10%)
- Academic Programming (23%)
- Campus Programming (13%)



Support that Comes Full Circle

Selena Boroff's journey at Cal Poly Pomona began in Fall 2023 as an Agriculture Business and Food Industry Management major. Like many students living on their own for the first time, she struggled to balance rent, groceries, bills and a full course load. "During my first year, I discovered the Poly Pantry. There were weeks when I couldn't afford groceries or basic hygiene products, and the Pantry became a reliable source of support that allowed me to focus on my education instead of worrying about my next meal," Selena shared.

Generously funded in part by gifts to the Bronco Fund, the Poly Pantry provides students experiencing food insecurity with access to nutritious food and essential items, helping ensure that basic needs don't stand in the way of academic success.



In Spring 2024, she began working for Associated Students, Incorporated in the A/V unit, and later joined the Poly Pantry team. What began as a resource she depended on became a place where she could give back. That experience sparked her passion for food access and sustainability, leading her to add a minor in Regenerative Studies.

As her financial situation improved, Selena excelled academically, earned scholarships and pursued opportunities that prepared her for her future career. Today, Selena serves as supervisor of the Poly Pantry, the very program that once helped her through one of the most challenging times.

"My story is a reminder that when students have access to basic needs, they gain more than stability. They gain the opportunity to succeed, lead and give back."

710

GIFTS MADE

264

ALUMNI DONORS

When One More Chance Made All the Difference



Lucas Lopez and the Baja SAE team at Cal Poly Pomona spend thousands of hours designing, manufacturing and testing an off-road vehicle to compete in annual competitions across the country. Last spring, 45 students traveled to Oregon to see months of hard work put to the test through demanding obstacles and wheel-to-wheel racing. During the competition, the vehicle revealed weaknesses that affected its performance.

Rather than letting these setbacks define their competition, the team returned to campus determined to improve. Over the next month, they worked tirelessly to identify the problems, redesign parts, and manufacture new components to prepare the vehicle for the New York competition.

Thanks to critical support provided by Bronco Fund donors, they were able to participate in the second competition with donor funding helping cover their final manufacturing expenses, travel and transportation costs.

Because of the generosity of donors, 14 students traveled to New York to get a second chance. Their perseverance paid off: Bronco Racing achieved its strongest overall competition finish since 2024 and improved from 45th to 27th in dynamic events out of 102 teams. Every obstacle the team overcame provided valuable lessons that will help current and future students build an even more competitive vehicle. Beyond the results, the experience showed students firsthand that hard work and innovation are essential to solving real-world engineering challenges.

"Bronco Racing is grateful for all support received throughout last season. This continued support fuels future generations of resilient, determined engineers capable of finding real-world solutions to real-world problems."



THANK YOU!



Q&A





Share your feedback!





THE END