

Online Fundraising Collaborations: Processes and How-To

- **Online Donation Forms:** The Foundation can help you raise funds online by creating a donation forms that process gifts and automatically directs donations to any fund that is housed within the Foundation that you choose

Donation forms may live on your webpage or on the Foundation’s website:

Department/campus website example:

<https://collegeofsanmateo.edu/multicultural/donations.asp>

Foundation-hosted form example: <https://foundation.smccd.edu/middle-college.php>

You can request an update or a report on donations a maximum of once a week; information in the reports includes:

- Name
- First Name
- Last Name
- Donation Date
- Donation Amount
- Email

Please let the Foundation staff know if you would like to be notified by email every time a donation to your donation form is received; please note that donation information is confidential and may only be shared with leadership in your department or campaign

Process for requesting a donation form embedded in your website (please allow between one to two weeks for the entire process):

- Contact Marketing and Communications Manager, Dafna Kapshud (kapshudd@smccd.edu) to create a form
- The Foundation team will need the following information/items to create the donation form:
 - Fund name: the Foundation team will help you choose an existing fund or create a new fund
 - New named funds may be created for programs or for scholarships
 - New scholarship named funds require a three-year funding commitment of \$1,500 per year – new scholarship fund paperwork can be [found here](#)
 - How you plan to use the form (i.e. will you share it in one email fundraising campaign, will you leave it up all year long, etc.)
 - Donation amounts (per Foundation policy, the minimum donation is \$10) – see example below

Donation

\$25	\$50	\$75	\$100	Other
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- Whether you would like to include a fundraising goal and the goal amount
- Accent color (in RGB) to be used in donation form (more than one color may be used on different parts of the form) – see examples below

Donation

Donation

- Copy to be used in donation thank you emails – note the Foundation uses standard language in email and mailed donation acknowledgements; please use the sample letter template below, you will need to provide copy for capitalized/bold items:

[Transaction Date]

[Title] [First Name] [Last Name]

Dear [First Name],

On behalf of **[NAME OF DEPARTMENT OR ORGANIZATION]** and the Board of Directors of San Mateo County Community Colleges Foundation, I would like to express our sincere gratitude for your donation of [Gift Amount] supporting the **[FUND NAME]** at the San Mateo County Community Colleges Foundation.

[Transaction details]

Your generous donation helps to support **[COPY ABOUT FUNDRAISING GOALS HERE]**. We are grateful for your generosity and hope you take great pride in the important difference that your gift makes. Your support will bring future leaders closer to accomplishing their goals.

Please note, all funds donated to **[DEPARTMENT/COLLEGE NAME]** are processed through the San Mateo County Community Colleges Foundation, the fundraising arm of the three colleges of the San Mateo County Community College District. The mission of the SMCCC Foundation is to make sure that quality, affordable higher education is available to every member of our community. Our goal is to develop meaningful and productive relationships to help advance the purpose of supporting scholarships and programs for the San

Mateo County Community Colleges District students. The SMCCC Foundation provides funds to meet the most critical needs in order to support students as they prepare for careers, transfer to four-year universities, and pursue lifelong learning goals.

Please keep this written acknowledgement of your donation for your tax records. SMCCCF is a 501(c)(3) nonprofit organization (Tax I.D. #94-6133905). Your contribution is tax-deductible to the extent allowed by law. No goods or services were provided in exchange for your donation.

Thank you for your support!

Sincerely,
Tykia Warden
Executive Director

[OPTIONAL: ADD SIGNATURES FROM DEPARTMENTAL/COLLEGE LEADERSHIP]

SMCCCF | 3401 CSM Drive | San Mateo, CA 94402

- Once the form is created, you will receive JavaScript code for your webmaster to embed on your chosen webpage
 - In addition to the donation form, please include the following language on the page: “Please note, all funds donated to **[DEPARTMENT/COLLEGE NAME]** are processed through the San Mateo County Community Colleges Foundation, the fundraising arm of the three colleges of the San Mateo County Community College District.”
- Once the form is complete, please contact Dafna Kapshud (kapshudd@smccd.edu) should you have any questions or need any changes

Process for requesting a donation form hosted on the Foundation’s website

- Should you wish the Foundation’s website to host your donation page, please follow all the steps above and
 - Provide a photo for the webpage
 - Provide copy for the webpage (please note: copy is subject to editing by Foundation staff)
- **Events:** The Foundation can help you sell tickets and sponsorships, and gather donations for your events with a form that process ticket sales and gifts, and automatically directs monies to any fund that is housed within the Foundation that you choose

Event forms may live on your webpage or on the Foundation’s website (similar as the donation form examples below):

Department/campus website donation form example:

<https://collegeofsanmateo.edu/multicultural/donations.asp>

Foundation-hosted donation form example: <https://foundation.smccd.edu/middle-college.php>

You may request an update/report on ticket sales/donations a maximum of once a week; two weeks out from your event, you may request two updates/reports; the week of your event you may request daily updates/reports; you will receive your final report a week after your event; information in the reports includes:

- Name
- First Name
- Last Name
- Purchase Date
- Number of Tickets Purchased/Level of Sponsorship
- Amount paid
- Email

Please let the Foundation staff know if you would like to be notified by email every time a ticket is purchased to your event or a donation is received; please note that donation information is confidential and may only be shared with leadership in your department or campaign

Process for requesting an event ticket sales form embedded in your website (please allow between one to two weeks for the entire process):

- Contact Marketing and Communications Manager, Dafna Kapshud (kapshudd@smccd.edu) to create the event form
- The Foundation team will need the following information/items to create the donation form:
 - Name of event
 - Date/time of event
 - Type of event
 - Fund name for sales and donations collected: the Foundation team will help you choose an existing fund or create a new fund
 - New named funds may be created for programs or for scholarships
 - New scholarship named funds require a three-year funding commitment of \$1,500 per year – new scholarship fund paperwork can be [found here](#)
 - Prices/sponsorship amounts and names, and description of any benefit received (the Foundation can also provide a form for free events)
 - Special requirements such as special meals or menu options, connection to college, etc.

- Accent color (in RGB) to be used in donation form (more than one color may be used on different parts of the form) – see examples below

Cañada College President's Luncheon

Tuesday, October 20, 2020

	Price	Quantity	Total
Connect to College (1 registrant)	\$1,200	<input type="text" value="1"/>	
Cañadian Supporter (1 registrant)	\$500	<input type="text" value="1"/>	
Colt Classic (1 registrant)	\$2,500	<input type="text" value="1"/>	
Additional donation:			<input type="text"/>

- Copy to be used in event confirmation emails – note the Foundation uses standard language in email and mailed correspondence; please use the sample letter template below, you will need to provide copy for capitalized/bold items:

[Transaction Date]
[Title] [First Name] [Last Name]

Dear [First Name],

On behalf of [**NAME OF DEPARTMENT OR ORGANIZATION**] and the Board of Directors of San Mateo County Community Colleges Foundation, thank you for joining us for [**EVENT NAME**].

The following information was recorded for your registration:

[Event Name]
[Event Start Date] [Event Start Time]
[Registration Details]

Your participation helps to support [**COPY ABOUT THE EVENT AND WHAT IT SUPPORTS**].

[**EVENT DETAILS**]

Please note, all funds donated to [**DEPARTMENT/COLLEGE NAME**] are processed through the San Mateo County Community Colleges Foundation, the fundraising arm of the three colleges of the San Mateo County Community College District. The mission of the SMCCC Foundation is to make sure that quality, affordable higher education is available to every member of our

community. Our goal is to develop meaningful and productive relationships to help advance the purpose of supporting scholarships and programs for the San Mateo County Community Colleges District students. The SMCCC Foundation provides funds to meet the most critical needs in order to support students as they prepare for careers, transfer to four-year universities, and pursue lifelong learning goals.

Please keep this written acknowledgement of your donation for your tax records. SMCCCF is a 501(c)(3) nonprofit organization (Tax I.D. #94-6133905). Your contribution is tax-deductible to the extent allowed by law. Please note that only the portion of your contribution that exceeds the fair market value of any gifts you receive is tax deductible.

Thank you for your support!

Sincerely,

Tykia Warden

SMCCC Foundation Executive Director

[OPTIONAL: ADD SIGNATURES FROM DEPARTMENTAL/COLLEGE LEADERSHIP]

SMCCCF | 3401 CSM Drive | San Mateo, CA 94402

- Once the form is created, you will receive JavaScript code for your webmaster to embed on your chosen webpage
 - In addition to the event form and information, please include the following language on the page: “Please note, all funds donated to **[DEPARTMENT/COLLEGE NAME]** are processed through the San Mateo County Community Colleges Foundation, the fundraising arm of the three colleges of the San Mateo County Community College District.”
- Once the form is complete, please contact Dafna Kapshud (kapshudd@smccd.edu) should you have any questions or need any changes

Process for requesting an event form hosted on the Foundation’s website

- Should you wish the Foundation’s website to host your donation page, please follow all the steps above and
 - Provide a photo for the webpage
 - Provide copy for the webpage (please note: copy is subject to editing by Foundation staff)
- **Peer-to-Peer Fundraising Options:** The Foundation is in the process of updating peer-to-peer options and will have more information shortly.