

External Communications Worksheet (ECW)

This form should be completed by all university and foundation departments who are corresponding with any group of alumni, donors or friends of K-State.

INTERNAL COMMUNICATIONS/STRATEGIC SOLICITATIONS USE ONLY	
Date received _____	Revenue fund _____
Date reviewed _____	Expense fund _____
Appeal code _____	

Please complete and return a signed copy of this form along with a draft of your project to Development Services at developmentservices@ksufoundation.org. If you have any questions, please contact Jameson Sedlacek at 785-775-2017 or jamesons@ksufoundation.org.

Please allow 10 days for processing. Incomplete requests will not be processed and may cause significant delays.

PROJECT OVERVIEW

Main contact _____ Phone _____ Email _____

Name of project _____

Type of project (solicitation, event, giving page, contribution card, etc.) _____

Distribution method (print mail, email, peer to peer, etc.) _____

Requested completion date (when data must be provided back) _____

Planned distribution date (when audience receives communication) _____

What is the desired outcome of this project? _____

Fund for revenue _____ Fund for expenses _____
(If left blank, expenses will be billed back to departmental budget)

What vendor will be used for this project? _____

APPROVAL

Signature of Dean _____ Date _____

Signature of Development Officer _____ Date _____

DATA REQUEST INFORMATION

A new or refreshed KSUF data list is **REQUIRED** with every project request

Audience Segmentation

- Household data ☐ Yes ☐ No
- Donor levels (e.g., all donors, \$500+, \$2,500+) _____
- Donations received between specific dates _____
- Stakeholders (faculty, staff, advisory boards) _____
- Alumni groups ☐ Yes ☐ No
- Internal stakeholders (faculty, staff, advisory boards) _____
- Special interest groups (e.g. student workers, regional contacts) _____
- Desired Donor Count – (Total number of donors receiving email/mail piece) _____

Specified criteria

- Departments _____
- Fund numbers _____
- Other data information _____

PROJECT SUPPLIES**Contribution card**

Quantity requested _____

Electronic: ☐ PDF ☐ JPG

☐ Standard amounts
 \$1,000 \$250 \$50 Other \$ _____
 \$500 \$100 \$25

— OR —

☐ Amounts specified _____

KSUF #9 courtesy reply envelopes: Quantity _____

Giving page ☐ Yes ☐ No

Unless otherwise noted, supplies will be ready for pickup at the KSU Foundation reception desk. KSU Foundation does not deliver supplies externally.