

ADVANCEMENT POLICY MANUAL

Purpose Statement of the Office of University Advancement

We define “Advancement” as a strategic, integrated method of managing relationships to increase understanding and support among an educational institution's key constituents, including: alumni and friends, government policy makers, the media, members of the community and philanthropic entities of all types. Our Purpose Statement is as follows:

“The Advancement Office exists to energize, (external and internal) stakeholders through innovative strategies for developing financial sustainability of the university.”

Together we must:

1. Raise the profile and awareness of the university and its brand image

- Develop and implement a unifying Brand for FCCU among students, faculty, staff, retirees, alumni and governing bodies.
- Raise national and international awareness of FCCU.

2. Meet or exceed fundraising and revenue targets

- Raise fundraising targets by the end of 2020.
- Raise Endowment funds through targeted efforts.

3. Engage stakeholders through campaigns

- Deepen the engagement of interested and involved alumni and friends.
- Enhance/Strengthen engagement of campus community.
- Target Corporations, Foundations, Alumni and Repeat Donors to raise funds for the Student Support Program.

Our Key Performance Indicators are as follows:

1. Secure private financial support from potential donors committed to support the mission of the institution
2. Engage alumni in the life of the institution as volunteers, advocates and supporters
3. Communicate about the institution with those who have a stake in its success, including community members, business leaders, government officials, the press and others

The Office of University Advancement consists of trained fundraising professionals. Our goal is to raise the profile and awareness of the university and to develop and create its effective brand image. We do it by developing and implementing a unifying brand for FCCU among students, faculty, staff, retirees, alumni and governing bodies. We also advertise how FCCU is being helpful to all those students who belong to humble backgrounds, so that financial restriction would no longer be a hindrance for them in seeking education. We work to meet or exceed our annual fundraising targets and establish long term and flourishing donor relations. We strive to engage our alumni and community stakeholders to partner with us in our mission to raise scholarship support for needy students. We provide the interested alumni with a platform to serve for the overall development of the University and make a difference in the lives of our younger generations.

Core disciplines of Advancement

1. Alumni Relations
2. Corporate Relations
3. Foundation Relations
4. Grants
5. Annual Fund
6. Major gifts

Defining the Desired Impact:

By 2030, the following would be true:

1. Secured Rs 1 billion in endowment and other private sustainable financial support from potential donors committed to the mission of the institution.

2. Engaged all our alumni in the life of the institution as volunteers, advocates and supporters. Increased the alumni number in our database from 24,000 to 50,000.
3. Communicated about the institution with those who have a stake in its success, including community members, business leaders, government officials, the press and others. Maximized the confidence of all our stakeholders in the university.

Defining the Desired Work Focus:

Relationship building is done through Recognition ceremonies, Annual Dinners, Letters, Publications, Social Media, Dedications ceremonies.

University Development and Financial Sustainability at FCCU will be Achieved Through:

- Corporate Gifts
- Foundation Gifts
- Individual Gifts
- Public Sector Gifts
- International Organization Gifts

➤ **Corporate Gifts**

- Scholarships
- Sponsor Gifts
- Gifts in Kind
- Endowments

➤ **Foundation Gifts**

- Two main types: Private Foundation & Family Foundations

- Gifts to support specific cause or interest

Almost always in response to a grant proposal; either solicited from foundation or applied from donor.

➤ **Annual Fund Gifts**

Usually paid out of income, or discretionary income. Gradually increase over time – usually at the prompting of someone else

➤ **Major Gifts**

- Usually paid out of appreciated assets or savings
- Often start as a special gift – to support a specific project or interest
- Almost always given after being asked by a staff member or volunteer.

➤ **Individual Gifts**

- Most likely the result of a solicitation by staff member or volunteer
- Almost always the result of a donor being part of the Experience, or Participation /Relation category on the Donor Commitment Continuum

Advancement Core Values

- Galatians 5:13 – “**By Love Serve One Another.**” Make this verse a guiding light for the Advancement Department.
- Common Goal – No matter what our individual roles are, the ultimate goal is **fundraising** to support deserving students
- Carry out all our tasks with **integrity**.
- Everyone is encouraged to take **initiative** and help achieve the department’s goal.
- Work with a sense of **service** towards our community.
- Display **fairness** and **justice** in all our working relations.
- **Respect the dignity** of each other, whether higher designation or lower. We must always think of others as equal or better and never less.
- Always work with a sense of **accountability** for our actions. Take full ownership.

- Everyone will be working as **one team** working towards achieving a common goal for FCCU.
- All functions of the department must be carried out with **excellence**.
- Team members must have an **uplifting attitude** towards each other on daily basis.

OUR FUNDRAISING STREAMS:

A. General Pool Donations for FCCU Needy and Deserving Students Financial Support

The general pool of funds is supported by the donors who wish to donate any amount to FCCU. This is the most important area of funding to FCCU. The purpose of this fund is to support the students' financial needs based upon the assessment made by the Financial Aid Office.

B. Annual Named Scholarship

Donors can generate/establish a named scholarship at FCCU as per the following criteria:

1. For one student beneficiary, the minimum amount will be Rs. 100,000 received within a fiscal year.
2. This amount can be paid in full or in installments.
4. The scholarship amount can be revised every fiscal year in light of the new fee structure.
5. The student will be called the 'scholar' of the named scholarship only if the entire fee is covered by the scholarship. Since Rs. 100,000 covers the annual fee partially, so we cannot call the student 'scholar', rather he/she will be called a 'beneficiary' of the named scholarship.

The minimum amount annually with which this can be set up is Rs 100,000. This is the minimum but we do encourage the support of at least one student in his complete tuition fee for four years. The fee structure for the year 2019-2020 is as follows:

DEGREE COURSE BACCALAUREATE	ANNUAL TUITION FEE (PKR)	COMPLETE PROGRAM 4 YEARS (PKR)
BA/BS (Hons)	270,000	1,080,000
BS (Hons) Computing/BIT	353,000	1,412,000
BS (Hons) Biotechnology	323,000	1,292,000
BS (Hons) Business	422,000	1,688,000
IEAP	206,000	824,000

C. Setting up an Endowment Fund

Donors are also requested to consider setting up an endowment fund to support any number of students they deem feasible from the proceeds of this endowment. As FCCU grows in student enrollment and as the cost of a quality education increases, the need for financial support for students also increases. They can consider assigning an ample amount, so that more students can benefit from their generosity.

Given below is a table stating the minimum amount of the endowment to support at least one student at both the college and university level respectively.

	College	University
Annual Average Tuition Fee	145,000	290,000
Per Student Endowment Required Annually	1,800,000	3,500,000

D. Setting up a Gold Medal

Donors can also set up a Gold Medal in any field or discipline for a student with highest CGPA in that particular field. The donors can start it with a minimum amount of **Rs 1 million**.

Current FCCU faculty and staff can set up a medal with a minimum amount of Rs 500,000 plus the cost of the medal.

Note: Forman Christian College (A Chartered University) is a **not-for-profit organization** approved under section 2(36) and its income is eligible for 100% tax credit in terms of Section 100C of the Income Tax Ordinance, 2001. It has also been **certified** as a charitable NPO by Pakistan Centre for Philanthropy (PCP).

OUR STANDARD OPERATING PROCEDURES

Standard Operating Procedures for the area of Alumni Relations

The following activities are performed in this area:

1. Planning of events and activities
2. Communication with Alumni via conducting meetings
3. Sponsor proposal drafting and sending for alumni events
4. Interdepartmental planning and execution
5. Drafting of announcements, agendas for meetings, etc.
6. Approval requests to senior management and alumni board
7. Negotiation of discounts with various organizations on the basis of alumni links.
8. Alumni Zakat Campaign, disbursement process and announcement drafting
9. Chapter liaison, announcements and documentation
10. Alumni query, requests and grievance handling

Activities

This includes routine activities and special events

Alumni Annual Reunion Week

Project Time: November – March next year

Pre Activity (November and December):

- Decisions by Alumni Board on date, size, format of event, distinguished Formanites Awards, Chief Guest
- Sponsor Targeting
- Informing Procurement of all the requirements, timings and budget
- Design of all print material (schedule, cards, tickets, backdrop, banners) in collaboration with Stewardship and Grants Manager.
- Event Launch and Execution
- Expenses and Revenues calculated and presented to alumni
- NOC process from Excise Department
- Support Departments at FCCU: Procurement Team, Accounts Team, FCCU Services Department, Food & Beverages, Security Department, Mercy Health Center, Office of Health & Safety, Communication Department, Rector Office for VIP coordination

Alumni Week Events: Discussion required

Alumni Sports:

- Announcement to be made by Advancement Office
- Alumni register for sports with the Sports Department
- Event day arrangements (setup, food, prizes) to be made by Advancement Office
- Match organization and sports coordination by Sports Department
- Support Department at FCCU: Sports Department

Alumni Trip:

- Announcement to be made by Advancement Office

- FCCU buses to be booked via Transport Department
- Event day arrangements (food) to be made by Advancement Office preferably via sponsor
- Alumni register with the Advancement Office for the trip
- Director Security is involved as the visit is outside FCCU
- One event day, seating and see off buses as per lists

Alumni Debates:

- Announcement to be made by Advancement Office
- Topic to be finalized by Alumni Event Committee
- Venue (auditorium) to be booked and sound system arranged
- Debates to be conducted by the Debating Society

Gala Dinner and Concert:

- Announcement to be made by Advancement Office
- Performer to be booked via a contract
- Venue to be booked and sound system arranged
- Caterer, menu and setup finalized by Event Committee and executed as per decided by Advancement Office
- Event day program followed as per decided by the committee

Any other student activity can be added to the reunion week like the cultural show where the arrangements are made by the students/societies and the alumni are guests. The invite is sent by the Advancement Office with the reunion week schedule.

Alumni Get Together

About 4-5 small events in a year

- Time and date decided by Advancement Office after approval from the President Formanites Alumni Association, and HOD Advancement Office. However, they are subject to venue availability.
- Venue booked via Events Reservation Office
- Caterer and menu selected by Advancement Office
- Event day Hi-tea hosted with the Alumni Association Members
- These events can be scheduled prior to Christmas, Ramadan for Zakat Campaign Launch and for any special alumni visits in addition to the regular gettogethers.

Shared Interest Group:

- Minimum 8-10 shared interest group events must take place in the fiscal year strategy

Facilitation of Alumni card:

1. Easy entrance on campus from 9 am to 5pm, special permission of entrance will be granted by Advancement Office in case of any special occasion after 5 pm.
2. Discounts can be availed on Alumni card from restaurants, hotels. Check Facebook page for details.
3. On campus swimming pool can be availed
4. Library can be visited between 9 am to 5pm

Alumni Mentorship

- Calls given to alumni who are interested in dedicating time and guidance to FCCU departments and students as mentors
 - In case any department needs any guidance or a guest lecturer etc., person from the relevant field will be connected with that department subject to availability.
 - Lecture series will take place
 - The relevant department handles the sessions but Advancement Office is involved in terms of the alumnus protocol
- Open Mic session will be carried out every month. Timeline will be decided in every fiscal year planning

Collaboration:

The Advancement Office collaborates with QEC to communicate with the graduating class, every year in the month of May.

Alumni Database Update

Yearly Database Cleaning and Updating Exercise

- Step 1: Email all alumni to send in updated status and update records from the responses
- Step 2: Phone calls to alumni for updated status
- Step 3: Contact class mates for those alumni who are not updated via any source
- Complete existing fields and add new ones decided

The above activity is conducted using the support of temporary interns and or full time volunteers.

Database Sharing SOP:

Both the alumni and donor database should not be shared with any other department. However, Advancement Office can accommodate in communicating the message of other departments with the permission of HOD Advancement Office.

Routine Update:

Any records and forms given are updated by the Administrative Associate throughout the year on case to case basis

Discount Portfolio Pitch

- Contact the alumni CEOs with the offer that they can give discounts to fellow alumni hence marketing their product as well as giving benefit to alumni audience. The same offer can be extended to non-alumni business owners
- Negotiations to be done with interested company e.g., %age discount, terms etc. and then alumni card be shared (picture of the card) so that they can give discount when alumni show the card

- Offer to be announced to alumni via alumni Facebook page and texts

Alumni Job Platform

- If Alumni CEO's, HR heads and other corporate have any vacancies within their offices, then openings are announced and circulated around for the ease of other alumni through Internship and Placement Office.
- The vacancy announcement with contact numbers of the companies communicated to alumni via FB and other channels so that suitable alumni can apply directly
- Advancement Office does not participate in any negotiations or be the middleman instead, it just communicates opportunities.

Alumni Zakat Committee Process

- The Financial Aid Department receives financial aid applications as routine
- Out of the received cases, Financial Aid Department selects and presents the cases based on the following three criteria, to the three member Alumni Zakat committee
 - The Muslim applicants
 - The bottom 20% from the household income slab from the applications
 - Those who have agreed to being eligible for receiving Zakat
 - Those who are eligible for aid higher than 80%, 100% to be preferred.
- The Zakat Committee meets at FCCU coordinated by Assistant Manager Alumni Affairs, review the cases and select students from them.
- The total number of students selected will be based on the amount of Zakat collected by end Ramadan
- The initial meeting is to select students from 2nd year applications as those are in process
- Later, after the first year inductions, there is a second meeting to choose from first year applicants forwarded by financial aid department based on the same criteria (Muslim, low income, high eligibility and agree to Zakat).
- The committee can also call applicants for interviews before making a final decision if they feel the need and financial aid department can help in connecting with these students.
- After selection, the committee will forward the chosen names to financial aid department who will then process disbursement.

- Zakat Committee can also be called on urgent basis if there are any high merit students (eligible for Zakat based on above criteria and process) who might lose admission opportunity due to lack of funds. These students can be offered admissions based on the Zakat amount and only that amount be charged if the students accepts the admission.

Alumni Board Meetings, Committee Meetings

- The Advancement Office hosts alumni board meetings for the Board of the Formanites Alumni Association twice a year.
- A board room at FCCU Campus is used as venue.
- The date is decided after the President’s approval.
- The board members are invited at least two weeks before the meeting and RSVPs done
- The agenda and documents are prepared as per association need and president approval.
- The decisions taken in the meeting are documented in minutes and circulated to the board and execution of the decision is done as per decided timelines.
- Committee meetings for different Alumni Association Committees (Lahore chapter, Event Committee, etc.) are also scheduled but frequency is as per need.

Formanites Alumni Association Liaison Chapter Connection

- The Advancement Office is the official record keeper and liaison between FCCU and the Formanites Alumni Association; this involves but is not limited to:
 - Maintaining the association documents
 - Supporting the board members in maintaining the association budget and account
 - Getting the accounts audited and also other documentation process

Alumni Association Chapter Connection

- The Advancement Office also coordinates with the chapters that the alumni association has formed at the instructions of the Alumni Board or the request of the chapter members. This can include:

- Visits to the chapter
- Facilitating the chapter members in coordinating get-togethers by acting as communication centre and also attending the events and making regional contacts
- Facilitating FCCU via connecting to relevant persons in the chapters in case regional support is needed

Support to Other Units of Advancement

- The Assistant Manager Alumni Affairs accompany on meetings with the Corporate Manager and Stewardship Manager, if needed and also provides alumni connections for arranging meetings for Fundraising
- The Assistant Manager Alumni Affairs provide alumni contacts to the Fundraisers on request for support in fundraising relationship building.

Standard Operating Procedures for the area of Annual Fund:

The purpose of Annual Fund is to develop and execute a comprehensive and effective annual giving program to build and sustain long term base of un-restricted funds for operations, scholarships and other priorities of the University.

- Annual Fund mainly consist of gifts from donors that are below Rs. 1,000,000/- however Assistant Manager Annual Fund plays a key role in identifying and soliciting major gifts (1,000,000 and above) in coordination with HOD.
- Assistant Manager Annual Fund works closely with Manager Stewardship and Grants, Assistant Manager Alumni Relations and coordinates solicitation strategies with Manager Corporate Relations and HOD.
- Donation acknowledgement receipt is provided to the donor at the time of receiving a gift in person.
- Assistant Manager Annual Fund ensures that all policies and procedures concerning University's Annual Fund adhere to the Donors' Bill of Rights.

- Commitments of donations that involve installments or salary deduction of FCCU staff (teaching and non-teaching) must be duly signed by the donor. However, exceptions can be made in case of a written approval in form of the official email or a duly signed letter from the donor that has clear instructions about the deductions, whether lump sum or in installments.
- Commitment forms for designated gifts must be duly signed by the donor, clearly indicating the details of designee/s or the intended purpose.
- Gifts cannot be designated to immediate family members. The donor or the authorized signatory for the donor will be solely responsible for any misleading information provided on the Donation/Pledge form.
- The acknowledgement letter/thank you letter is issued within 24 hours after receiving a gift. Exceptions are made for the gifts with incomplete information from the donor's side or for the gifts received a day before a holiday/s.
- Gifts in foreign currency will be recorded in Pak Rupees in accordance with the prevailing currency exchange rate.
- All fundraising activities/campaigns, individual or group based, throughout the campus that involve annual fund is pre-approved by the HOD. In cases where a prior notice is not possible, the staff member receiving the funds in lieu of University's Annual Fund must inform the concerned members of Advancement Office.
- Assistant Manager Annual Fund is responsible for producing analytical report for every fundraising campaign/event from time to time and a complete annual fund report at the end of the fiscal year or as and when required by HOD.
- Assistant Manager Annual Fund provides a comprehensive annual fund plan in the beginning of the fiscal year, in liaison with the Advancement Office team and ensures the execution of the Annual Fund Plan approved by the Senior Manager Advancement.

Administrative Tasks performed by the Annual Fund Desk:

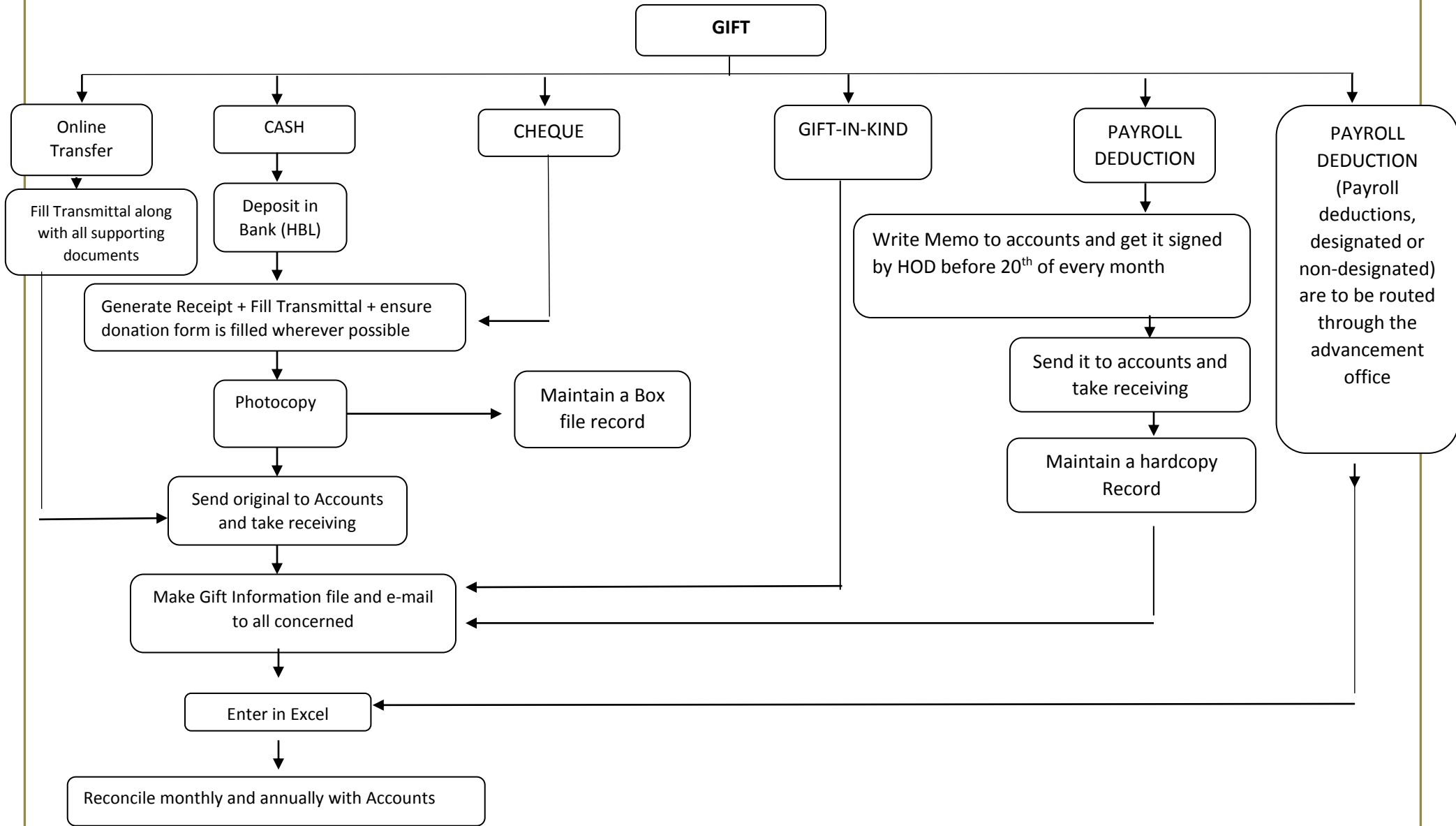
1. Managing Petty Cash, billing and every day monetary needs.
2. Making memos and coordinating with the Accounts Department for reimbursement payments.
3. Office management tasks assigned by the HOD.
4. Generating reports.
5. Stationary Requisition and Office Supplies.
6. Raising Purchase Requisition.
7. Working with accounts and other departments on gift reconciliation.
8. Assisting with departmental events.

9. Schedule, manage and assign work study students, including tracking hours work.

Gift Processing:

1. Security fee of the financial aid recipient become part of the Student Scholarship and is routed through Advancement Office.
2. The current transmittal form is under the process to remove unnecessary sectors that we never use and add new fields accordingly as per requirement of Abila Software to be indicated by the accounts office.
3. Maintaining donor records.
4. Data entry using Excel.

CURRENT GIFT PROCESSING FLOW CHART



Standard Operating Procedures in the area of Stewardship and Grants:

The main activities managed in this area are as follows:

1. Donor Reports (For Scholarships/Testimonials)
2. Friends of Forman
3. Gift Acknowledgement/ Thank you letters
4. Rector’s Office Tasks
5. Publications (Advancement Office)
6. Foundations fundraising
7. Proposal Writing
8. Campaigns
9. Events

1. Donor Reports for Scholarships:

1. The reports need to be made for gift amount of 1 million and above and also for smaller amounts if requested by the donor. Generally, the reports are made when requested by the donor (unless a specific timeline is provided). The reports are usually made starting from an amount which meets one student’s tuition fee expense for the entire year at least.

2. Financial Aid Office provides the donor reporting sheet of students who have received financial aid which includes the following fields:

Roll No	Name	Religion	Gender	Program	Region	Province	CGPA	FAID	Total FAID	Repetition	Scholarship Name	Donor's Name	Total Amount
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The FAID column states the FAID disbursed for Fall semester when the sheet is shared by the FAID Office in October. The Total FAID column will state the Total FAID disbursed for the Spring semester when the sheet is updated by the FAID Office in February.

3. Before starting a report, following need to be clarified:

- Amount set by the donor for a scholarship
- The time frame of the scholarship
- Identifying if the gift is designated to a particular student/ student category.
- Student Category can include:

a. Class group: freshman, sophomore, junior, senior

b. Programs/ Major Subjects

c. Regions

d. Religion

e. Gender

4. Match students according to the above mentioned criteria.

Testimonials

For testimonials the following are required:

- Picture
- Academic information
- Information of the student's family background, financial aid and their comments.
- Once received, the testimonials have to be edited for proper grammar and punctuation.

The consent of the student is very important for this.

A copy of the consent form is attached in Appendix A.

2. Friends of Forman:

- Friends of Forman share the Scholarship Reporting list which is updated every month with details of new scholarships. This report includes the names and amounts of scholarships along with their purpose, date received and their reporting deadlines. Reports need to be sent for each scholarship on this list.
- Friends of Forman shares the FOF Collection data for each month with the amounts of donations raised each month for different scholarships.
- All Friends of Forman communication, queries and end of year reconciliation to be carried out.
- Coordinating student testimonial sessions during visits by Friends of Forman staff
- Coordination with FOF throughout the year on various fundraising opportunities
- Providing data and information as and when required

3. Gift Acknowledgement/ Thank you letters:

- Gift acknowledgement/ thank you letters have to be sent within 48 hours after the gift has been received.
- All gifts, from Rs. 1000 and above will be sent a ‘thank you’ letter along with a gift receipt.
- Depending on the amounts, ‘thank you’ letters have to be signed by the following:

Rs 500 - Rs 99,999 Stewardship and Grants Manager

Rs 100,000 – Rs 999,999 HOD

Rs 1 million and above Rector

Rs 5 million and above A letter and call by Rector plus a special appreciation event (if needed)

4. Rector's Office Tasks:

Carry out any task assigned by the Rector's Office such as:

- Letters (congratulatory, condolence, thank you letters) to be written on behalf of the Rector
- Eid/Christmas/Easter cards to be sent by the Rector to prospects and prominent alumni
- Invites to be sent out on behalf of the Rector
- Assist in any event arranged and organized by the Rector's Office
- Coordination with the Rector's Office in setting up meetings and preparing a briefing file for the Rector when travelling
- Providing any data or information required by the Rector's Office

5. Publications

All publications are to be coordinated with the Communications Department.

Content

- Discussion within the department is important for deciding/ determining the content of any new publication. Improvements and changes from preceding year's publication (if the publication is yearly) need to be discussed thoroughly.
- At least 6 weeks lead time should be given for printing.
- Once the content is ready, it is important to circulate it within the department for improvements.
- After the content is approved, then only can it be shared with the vendor.

Designing

- The vendor needs to provide two or three designs within 2-3 days. The number of days may increase for bigger publications like (Formanites Forum and Forman Society)
- The designs are selected by the department

Editing

- Initial editing to be done by Advancement Office on the selected design.
- For second editing, the designed document needs to be shared with the Communications Office.

Printing

- After the editing is complete, the design file has to be shared with the Rector and HOD for their approval.
- Once the approval is given, the vendor is required to show a dummy of the publication to ensure that all the editing and the colors of the publication are according to the requirement of the Advancement Office.
- The final approval for printing will be given on the dummy with the signature of the HOD or Stewardship & Grants Manager (if HOD not available) and it will also be given through email for proper documentation.

6. Foundations Fundraising:

- A list of foundations is being maintained with the Manager Stewardship and Grants.
- Profiles are properly researched by the Manager Stewardship and Grants and their areas of concentration are analyzed before making the moves strategy for each of them.
- After initial contact through email / phone, a meeting is scheduled with the concerned person to talk about possibilities of obtaining funding.
- As per discussion, a proposal is drafted as per the proposal writing SOP and then submitted to the particular foundation.
- An international organizations research database is prepared with updated information.
- Discussion with HOD regarding various prospects.
- Setting up a meeting for the Rector as and when required.
- Attend various symposiums and related seminars for networking with various organizations.
- Attend training sessions and workshops to further enhance effectiveness and capability in fundraising efforts.

7. Proposal Writing:

- Each proposal created is customized according to the requirements of the foundation to which they are to be sent.

- Final approval taken from HOD.
- All proposals submitted are filed in a separate file.

8. Campaigns:

- Design and implement campaigns as per requirement
- Print media, social media, emails, daily buzz, SMS, brochures, events
- Design campaign timelines at the beginning of the fiscal year
- Campaign content needs to be ready and designed 2 weeks in advance
- Collaborate with relevant departments as required

9. Events:

- Events timeline needs to be finalized at least 3 weeks in advance to allow proper time for marketing
- Marketing to be done through SMS, emails, Daily buzz, letters, social media
- Script and speech writing for the event
- Event program and structure design
- Coordination with relevant departments to be done thoroughly
- Coordination meetings to be carried out as and when required
- Content for designing posts, flex, banners, shields, backdrops to be communicated at least 3 weeks in advance
- Assigning duties to students and volunteers for the event day and before
- RSVP calls to be made 5 days before the day of the event
- Floral arrangements, catering, décor arrangements to be made at least 2 weeks before the event
- Coordination with Speakers
- Event day stage coordination

Standard Operating Procedures for the area of Corporate Relations

1. CSR:

- After selecting the corporation for CSR, a formal proposal for student scholarship is shared with them in both soft and hard copy according to their requirement
- Acknowledgment is required and if not received within 48 hours via email preferred or phone than Corporate Relations Manager will call/contact personnel at corporate for written acknowledgment.
- Minimum 6-8 weeks are required to process the proposal on an average. Call after 3-4 weeks for follow up.
- If proposal is accepted, a contract for CSR is made and both parties top management will sign the document. A formal invoice is sent against each installment along with tax exemption certificate and a thank you letter. In case of 2nd installment, student report to donor as per donor's requirement is sent along with invoice and a letter. Invoice is sent 1 month prior to the cheque due date.
- Invite corporation personnel over tea/lunch for cheque presentation ceremony. Present cheque to Rector in presence of Head of Advancement & Corporate Relations Manager.
- Publish corporation gifts on website within 48 hours of cheque ceremony
- 'Thank you' letter duly signed by Head of Advancement will be sent to corporate within 24 hours
- Stay in touch with all donors through phone calls, letters, greeting cards, etc. minimum 7 times in a year
- Changes in the student scholarship must be approved by the corporate relations manager before finalizing and should be documented on emails for official record purpose.
- Strong & timely follow ups on all proposals.
- Invite corporate donors/prospects once in year on donor's dinner for recognizing their continuous support that helps students to achieve their goals in life.
- Maintain files for each corporate year wise along with amount received and pending amount.
- Each cheque is scanned for record purpose along with pictures for cheque ceremony.

2. Corporate Activity:

- A detailed formal permission request is submitted to Corporate Relations Manager to conduct an activity on campus. Proposal must be on company/agency letter head with signatures of authorities
- Max 2-3 working days are required to process the proposal in which Corporate Relations Manager will check the availability of ground with other departments and will make other necessary arrangements if required.
- Final go ahead is given after receiving the cheque. Confirmation is sent through email/signed document to the client.
- Thank you letter is sent within 24 hours after activity along with amount receipt.
- An email related to activity on campus will be shared with Security dept., Student Activities & Services dept. & Head of Advancement minimum 12 hours before the activity
- Activity is allowed from 10am till 4pm. However, maximum time limit is 9am till 6pm
- Scan all documents related to activity on campus and put in a file for record purposes
- Music or announcement on mic is not allowed on campus during the official university working hours. Activities related to any drug are prohibited on campus. Girl's products are not allowed to be promoted on campus. Any activity in which fire is involved is not allowed. FCCU is not responsible to provide electricity to any corporate.
- We prefer to receive cheque on company name i.e., Forman Christian College or deposit money in HBL bank account and submit slip.

3. Branding SOP:

- A detailed formal proposal is submitted to Corporate Relations Manager for branding on campus. Proposal must be on company/agency letter head with signatures of authorities.
- Max 1 week is required to process the proposal in which branding location & time frame will be given according to amount offered. Currently new car parking area/café branding is designated for branding

- Final go ahead is given after receiving the cheque. Confirmation is sent through email/signed document to the client.
- Thank you letter is sent within 24 hours after receiving the cheque.
- An email related to activity on campus will be shared with Security Department and Head of Advancement minimum 4 days before the branding.
- Scan all documents related to branding on campus and put in a file for record purposes
- Branding time limit will depend on amount but maximum time period for branding is 1 year

4. Student & Faculty Events/Conferences Sponsorship:

- Students will submit the formal proposal for sponsorship 2-3 months prior to the event date. Student must fill sponsorship form available in student activities office & duly signed by Dir. Student activities and president of the society
- Corporate Relations Manager will review proposal and suggest changes required within 4 working days.
- Once the proposal is accepted by Corporate Relations Manager, students/faculty members/organizers are asked to share the proposal with prospects keeping the Corporate Relations Manager in loop in every communication.
- Acknowledgment for proposal is required from Sponsors. Corporate Relations Manager will help to get acknowledgment
- Strong & timely follow ups on all proposals.
- Negotiation will be done by Corporate Relations Manager and will document on emails to make proposal log.
- Once sponsorship is approved by sponsor then an invoice is sent to sponsor and cheque will be delivered to advancement office.
- Stay in touch with sponsors to make sure that they will sponsor for next year's too.
- Advancement Office/ Corporate Relations Manager will not be responsible if any sponsorship is not provided for any event due to any reason.
- Students/staff/faculty will submit the formal request for in-kind sponsorship/free sampling at least 1 month prior to the event.
- Acknowledgement from the donor is required via email or delivery slips/vouchers and will be recorded in the log book of advancement office.
- Free sampling request form will be attached with the request before providing any items.

- **Minimum amount of setting up a stall** for corporate activities for both local and multinational companies is **PKR 50,000** (Flexible, depending upon the benefits (monetary or otherwise) we would be getting from the particular organization).
- **Small and Medium Enterprises** will however be given relaxation in this regard. **Student activities office** should ascertain a minimum amount in this regard.
- Details about all the events organized by various student societies/clubs (that require sponsorship) must have to be communicated (2 months in advance) to the Advancement Office through Student Activities Office in writing and students/advisers should not be directly approaching the Advancement Office.
- The agreed upon **protocols** as well as the **minimum amount of sponsorship** must have to be **communicated in writing** to all the relevant societies through the **Student Activities Office** in order to avoid any confusion on their part. (Student Activities Office will however evaluate every single case separately for sponsorship/stall set up amount)
- Students are encouraged to arrange for the **sponsorship** on their own however they should keep **Student Activities Office** and **Manager Corporate Relations** in loop of the communication.
- In case of **In-Kind sponsorships** a **signed invoice** by company representative should be shared specifying the **total worth** of in-kind sponsorship.
- All such **MOUs** have to be signed by company representative, head of **Student Activities Office** and **Manager Corporate Relations**.
- **Events Reservation office and Student Activities Office** shall **facilitate** the site visit of **sponsor's brand/marketing team** for the purpose of event branding options.
- Participation of **500 or more participants** is a must for setting up food stalls.
- **Events Reservation office** will identify/ascertain the suitable space for stalls.

Note: Publishing the names of partnering corporations in Forman Society is a part of SOP.

Standard Operating Procedures for Administrative and Operational tasks at Advancement

1. Maintenance of Database:

- Analyze the missing information in database
- Contacting the alumni for updating or correction via email/phone

2. Communication with Alumni/Donor:

- Gather lists from Advancement office staff for sending invites/ information for events
- Generate a master list after accumulation of all lists
- Generate SMS and email list
- Sending SMS invite via website and email via Outlook
- Sending invites/ information via post
- RSVPs before event

3. Alumni Registration

Graduating students' alumni registration:

- Near graduation time Advancement Office communicates Academic Office (as they have the list of all graduating students for each academic year) to share the list.
- The complimentary alumni card will be given to graduating students on every commencement day in their degree pack. The list will be shared with ITS 3 weeks before for the card.
- Advancement Office will request Academic Office to create a profile to transfer graduating students to alumni module in one go with the help of ITS. The same activity will be carried out with Intermediate Academics in collaboration with Admission Department.
- Advancement Office also has stalls at farewells etc., to spread the word and further text the students with updates on this, if need be.

- Administrative Associate verifies the data of alumni, whether they have earned an official degree from FCCU on Empower, when alumni apply for the card.
- Administrative Associate verifies the credentials from Empower and matches all the details.
- If the data of alumni do not exist on Empower then the degree is always verified from the Registrar Office.
- After verification process, all required documents such as copy of Degree/Official transcript, 2 pictures with white/blue background and a copy of CNIC attached to the form maintained in the files along with the registration fee.
- Their alumni information is entered in the Alumni Module.

Senior alumni registration:

Alumni fill their form and pay the fee along with 2 photographs, a copy of CNIC and a copy of degree / character certificate / result card.

- A unique FAA ID will be allocated to those alumni who graduated before 2003.
- If Alumni before 2003 have AA ID roll number, then Administrative Associate verifies from the degree provided by the alumni.

For intermediate students who study in baccalaureate:

Advancement office gets a list of students from Admission Office and verifies the students in the alumni database who got admission in Baccalaureate.

4. Alumni Cards

- The process of In-House Card has been started where alumni can get their card on the spot after all the verification process.
- Roll No starting with 0 indicates intermediate student whereas the ones that start with 1 includes Baccalaureate, similarly 2 and 3 series indicates post-graduate.
- Fee of the Alumni card is Rs1000/- which goes into Account No: 23617000023201, TITLED: FCC Donations. This card provides privileges of availing discounts and an entrance to FCC premises. Also, alumni can attend the events arranged by Advancement Office through their alumni card. The card is valid for 10 years.

- It is preferred that all payments are deposited the very same day in their respective bank accounts.
- It is important to communicate to the Alumnus/Alumna that all payments are to be made here at the Advancement Office.

Note: The most recent earned degree from FCCU will be considered for alumni card.

5. Other Support

- Operational support in conducting meetings, e.g. room set up
- Filing of documents
- Operational support on events by handling ticket sales, venue support, etc.
- Front desk management
- Collaboration with Assistant Manager Alumni Relations on various activities.

Other SOPs for the areas of Communications, Publications and Major Events at Advancement

Campaigns:

- Writing content for social media campaigns.
- Weekly themes to be followed for uplifting and boosting our social media.
- Actively writing emails and SMS to donors, corporate organizations and alumni to endorse our fundraising campaigns.
- Composing detailed and catchy content to keep the readers engaged and connected with FCCU community on Facebook.
- Creating and designing various forms for data collection online
- Engaging with alumni and editing their success stories that are published on Facebook.
- Organizing one on one session with students and collaborating with student societies to highlight our campaigns on scholarship opportunities.
- Dealing with queries and communicating with various people related to campaigns.
- Engaging other departments in our campaigns and collaborating for events.
- Encouraging students via posts, emails and SMS for our events and joining our mission.
- Carry out various strategies for maintaining a strong connection among the current and alumni students and FCCU.
- Design appreciation posts for generous donors and their tireless efforts.
- Use Linked In and Facebook to market our campaigns.
- Design text and image posts using various online platforms available.

Publications

- Produce creative content for print and digital media.
- Generate content that will raise the profile of FCCU, and overall build a strong image of the University.
- Create content based on in-person interviews in a short period of time
- Generate content for Formanites Forum, Endowment Brochure, Forman Society and others as per need.

Alumni Facebook Page and Linked In Pages

Active pages for alumni are being handled by this office on both face book and LinkedIn. These pages include alumni news, event announcements, job opportunities, photographs etc. Currently Stewardship and Grants Manager and Communications Coordinator is looking after the Advancement and Alumni page.

Events

- Send out invitation for events and market them for fundraising and connection building among various influential people.
- Advancement Office has recently launched the Advancement's Presidential Club through which 44 student societies under the leadership of their presidents will collaborate and conduct Open Mic sessions.
- One to two open mic sessions will take place on various themes, in collaboration with various societies and we aim to build up a solid bond between our alumni and current students.
- Engage our influential alumni in open mic sessions and lectures for their word of wisdom.
- Market events on various social media platforms two weeks prior to the event
- Collaborate with various teachers and conduct meetings to encourage the students for donations.
- Generate content before and after the events and keep the audience updated.
- Writing speeches and scripts for the events.
- Contact for Meeting room reservations
- Engaging the Alumni during the events in interesting talks.

Annexure – 1



FORMAN CHRISTIAN COLLEGE
(A CHARTERED UNIVERSITY)

Consent Form

Name: _____
Roll No: _____
Program: _____
Major Subject _____
Contact No. _____

I affirm that I have been informed on how the information that I provide and my picture will be used.

I have no objection if:

1. My picture is used in reports that are sent to donors.
Agree **Disagree**
2. My picture is printed in brochures produced by Forman Christian College.
Agree **Disagree**

3. My testimonial is posted on the FCCU Advancement & Alumni Office (Facebook page run by the Advancement Office) or on Forman Christian College's website.

Agree **Disagree**

4. My testimonial is posted on Friends of Forman's website.

Agree **Disagree**

5. My testimonial is posted on Donors website.

Agree **Disagree**

Student's Signature: _____

Date: _____

Annexure – 2

FCCU Donation / Pledge Form



FORMAN CHRISTIAN COLLEGE

(A CHARTERED UNIVERSITY)

Office Copy

Name: _____

Address: _____

Contact No(s): _____

Email: _____

I wish to contribute Rs _____ for

Payment Information:

Scholarship Fund

- Student Support Program
- Designated to _____
- Allocated gift _____

CASH _____

CHEQUE (Write Cheque No) _____

(Payable to Forman Christian College)

PAYROLL DEDUCTION *(per month)* _____

*(Can be allocated to a particular Academic Program/
Geographical Region/Gender/Zakat Fund/Christian
Student Support Fund/Hostel Students/Others)*

from _____ to _____

(For FCCU employees only) **Employee Code:** _____

*Are you an FCCU Alumnus/FCCU Friend/Staff/Faculty/
Current Student?*

Endowment Fund _____

(The proceeds from the endowment are used for scholarships)

Signature: _____ **Date:** _____

Annexure – 3

Tax Benefits for FCCU's Donors

Please note that as per section 61(1) of Income Tax Ordinance, 2001 a person shall be entitled to tax credit in respect of any sum paid or any property given as donation to any NPO.

Tax credit will be calculated as per following formula

$(A/B) \times C$

where —

A is the amount of tax assessed to the person for the tax year before allowance of any tax credit under this Part;

B is the person's taxable income for the tax year; and

C is the lesser of —

(a) the total amount of the person's donations referred to in sub-section (1) in the year, including the fair market value of any property given; or

(b) where the person is —

(i) an individual or association of persons, thirty per cent of the taxable income of the person for the year; or

(ii) a company, 1[twenty] per cent of the taxable income of the person for the year.

For example if an individual donor yearly taxable income is Rs. 1,800,000 and tax liability assessed before any tax credit will be Rs. 90,000. If he/she has given Rs. 50,000 as donation to FCC then he/she will be entitled to Rs. 2,500 tax credit as per above formula.

The higher the slab of income the higher the tax credit will be.
