7 Corporate Relations

Corporate Relations Musts

• Be professional, friendly and cordial.

• Plan ahead. Request support early.

• Follow through on events.

• Problems?

Contact Engineering Student Life FIRST!

Types of problems:

 o Looking for funding from corporate sources.

 o Promised funding not received.

• ALWAYS express thanks!

• Passing the torch:

• When you leave office, be sure your corporate contacts know who is taking your position.

• Provide them with the new person’s name, phone number and e-mail address.

Student Organizations’ Corporate Solicitation

Cockrell School of Engineering (CSE) student organizations are encouraged to seek funding from companies and individuals to support their meetings and programs; however, CSE student organizations need to remember that they are a part of the CSE and The University of Texas at Austin and therefore must follow UT Austin institutional rules.

You are representing not only your organization to the companies you are also representing the Cockrell School of Engineering and The University of Texas at Austin. Many times companies do not differentiate between giving to your organization, the CSE and the University. At all times, whether you are talking with individuals or company representatives on behalf of your organization be professional!

GENERAL GUIDELINES

1) At all times it is imperative that should a problem arise in connection with funding from corporate sources, a student organization representative or representatives should IMMEDIATELY contact Engineering Student Life (ESL), ECJ 1.224, (512) 232-5778.

Generally, a problem can be resolved by following the procedures listed below before it escalates to a more difficult situation.

If a company indicates displeasure at any time, for any reason, DO NOT continue to discuss your request. Thank the person you are talking with for their time, and politely terminate the conversation. Immediately contact ESL at (512) 232-5778 to describe the situation, following up with e-mail. The company may provide the requested gift if the problem is resolved quickly.

PLEASE NOTE: In this situation, DO NOT make a personal visit to the subject company.
2) Follow up phone conversations with confirmation in writing. Be sure whatever is promised to the company(ies) in your letter of solicitation is provided to the company(ies).

3) If you have multiple corporate supporters, be sure the companies are compatible and NOT competitors. If you have any questions contact ESL or the Engineering Career Assistance Center (ECAC).

4) DO NOT offer more than one company sole support of an event or activity until after the first company indicates lack of interest in funding.

5) Please remember:

• Student organizations cannot co-sponsor activities on campus with non-university enterprises or organizations. If you are unsure about what constitutes co-sponsorship contact ESL.

• The use of corporate logos is prohibited.

PROCEDURES

After a student organization determines that it would like to approach a company or companies to request funding or non-cash support for an event or an activity, the following steps in the order listed below are to be followed:

1) Prepare a draft letter in final form, complete with company name, company contact name, and address of the company being solicited. If more than one company will be approached, a merge letter with the list of companies, contact names, and addresses should be compiled and attached. The faculty/staff advisor for the organization should be one of the signatures on the letter.

2) Submit these items to ESL, ECJ 1.224. You may also submit your information via e-mail to Glynda Groth-Putnam, ESL Director, gggroth@mail.utexas.edu.

3) ESL will review the submitted documents for quality and to ensure that they meet CSE and UT Austin programmatic guidelines (please refer to the attached checklists). ESL will also review the attached list of companies. Documents may be picked up by the submitting student organization in two business days if dropped off. If reviewed by appointment, there should be an immediate turn-around.

4) A letter of acknowledgement should be sent to the company(ies) that agree to provide support. Give all the details of the event (even though this information was included in the original letter of solicitation). This letter should also indicate how the student organization plans to provide what was promised. Explicit details concerning the event should be included. For example, please include who is going to attend, who will be the presenter, where to park, if parking passes are enclosed, etc. Be sure the logistics of the event are clear.

5) Invite company representatives to the event or activity if appropriate.

6) Send a timely thank you letter to each corporate supporter. The thank you letter should be sent within a week of the event or activity. A thank you letter template is available at http://www.engr.utexas.edu/studentlife/CRT-thankyou-template.cfm

7) The next year you hold this event or activity, contact the previous year's supporter(s) before contacting other potential supporter(s). The company(ies) may want to support the event or activity again and may even wish to increase their participation.
**Customer Service Guidelines**

**Pre-Event Planning Phase:**

When contacting a company representative to inquire about supporting an event, or for any other reason, the following are best practices for written correspondence:

1) Whether e-mailing or writing a letter, confirm the individual’s title (i.e., Mrs., Mr., etc.) and spelling of name.

2) Proofread for spelling and grammar mistakes.

3) Keep the e-mail/letter clear and concise.

4) Avoid casual speech, unless you know the person well.

5) If writing a letter, refer to the sample business letter in the Corporate Relations Information booklet.

6) If faxing, include a typed cover sheet, and notify the receiver via e-mail or telephone that a fax is being sent.

The following are best practices for telephone correspondence:

1) Prepare a list of items to state in the voice mail message or for the actual conversation before calling.

2) Address the person properly (i.e., name pronunciation, title, etc.)

3) Leave a clear and concise message including different methods of contact information (i.e., telephone number, cell phone, e-mail address, etc.)

4) Speak clearly.

5) Be polite.

6) Don’t interrupt the person with whom you’re speaking.

7) Before ending the conversation, review a mutual understanding of items discussed and next steps to be taken.

8) Thank the individual for his/her time.

**Confirming Corporate Attendance at the Event:**

Contact the corporate supporter AT LEAST FIVE DAYS prior to the scheduled event to:

1) Confirm the name of the company representative(s) that will be attending, the estimated time of arrival on campus, and audio/visual equipment if the representative is making a presentation at the event.

2) Request that a bio be faxed or e-mailed to you.

3) Provide directions to campus parking garage or lot nearest the location of the event.

4) Identify who will greet the company representative(s) and designate a meeting place.
5) Provide a cell phone contact number in case the company representative has difficulty locating the designate meeting place at the event, or if there are any schedule changes.

**Day of the Event:**

- Use nametags for both the student organization representative and the visiting company representative(s). These are helpful for introductions, and as a general rule, are good practice.

- The same person designated to greet the company representative should also act as a guide during the event in order to be available to answer questions and make introductions when appropriate. This provides a feeling of continuity during the visit.

**Post-Event Phase:**

- Following-up with the company representative(s) is an important step in obtaining future funding. Contact the company representative by e-mail or phone one day after the event to thank him/her for participating in/supporting the event.

- A thank-you letter is appropriate and necessary. Send any media publicity about event, especially publicity recognizing the company as a supporter of the event. A template for a thank you letter is available at [http://www.engr.utexas.edu/studentlife/CRT-thankyou-template.cfm](http://www.engr.utexas.edu/studentlife/CRT-thankyou-template.cfm)

**Helpful Hints to Remember**

- Be professional, friendly and cordial. Remember, you are representing not only your organization to the companies you are also representing the Cockrell School of Engineering and The University of Texas at Austin. Do some research about the company BEFORE making contact.

- Most corporations set money aside to give, regardless of size. Don’t just ask large companies for donations.

- Be clear and specific about who you are, why you are contacting them and what you want.

- PLAN AHEAD and request support EARLY. Due to internal procedures, most companies are not able to provide last minute support.

- Industry representatives are busy people. Be sensitive to their time.

- Respectful persistence is key!

- Build relationships as networking now will save you time later. It’s easier to sell to a previously satisfied customer than to find a new one.

- Keep supporters informed of your organization’s progress.

- Industry representatives are people too!

- Create business cards for your organization. Keep them generic to keep printing costs down.

- When you are about to leave office, pass the torch: Introduce the person that will be taking your position to company contacts in person or in writing.

**ECAC Guidelines**

The Engineering Career Assistance Center (ECAC) wants CSE student organizations to work with employers to support CSE student organizations and their events. The ECAC would like for CSE student organizations to remember the following when working with employers:
• If CSE student organizations have any questions about employers or how to work with them, the ECAC Director is available to assist them.

• If an employer wants to schedule an information session or similar recruiting event, refer them to ECAC. There are specific UT rules and procedures that must be followed for this type of program.

• If an employer asks any CSE student organization’s officers or members to help with a recruiting event (such as guaranteeing good attendance at an information session or coordinating a recruiting event for the employer, i.e. room reservations, etc.), contact the ECAC Director. Again, there are specific UT rules and procedures that must be followed for this type of program.

• If any CSE student organization is contacted by a job board company called AfterCollege, please contact ECAC Director.

• If any CSE student organizations have any questions related to recruiting or employers, they can contact ECAC office.

**Bottom line from the ECAC:**
Student organizations can enjoy good relationships with different employers but should never feel that they are under pressure to help with employer recruiting.

For more information contact:

Michael Powell, Director
Engineering Career Assistance Center
(512) 471-7459
mppowell@mail.utexas.edu

**Fundraising for Hosting Conferences, Competitions and Workshops**
AT NO TIME should any CSE student organization officer or representative agree to host a conference, workshop or competition without the prior approval of ESL and the organization’s faculty/staff advisor.

Before agreeing to host, contacting any potential corporate partners, hotels, caterer or other vendors, please contact the ESL for guidelines and procedures.

Hosting a conference, workshop or competition places additional financial burdens on your student organization. While the CSE or a CSE department may be able to assist your student organizations in securing funds or providing some funds, this should NOT be counted on.

It is ultimately the responsibility of the student organization to secure the funds to support these events and CSE and UT Austin corporate solicitation policies and procedures must be followed.

The ESL staff is available to assist your organization in planning a conference, workshop or competition, which includes developing a budget, financial plan and corporate solicitation packet.

Please contact ESL if your organization is considering being a host for one of these types of events.
Corporate Solicitation - Program Planning Elements

These items are essential for programmatic elements for corporate solicitation by student organizations in the Cockrell School of Engineering.

Type of program/solicitation:
• Is it appropriate within the Cockrell School of Engineering?
• Is it appropriate within The University?
• Is it within School and University policies & guidelines?
• Is it appropriate within the mission of your organization?
• Is it something a company or individual would be interested in supporting?

Timeline:
• Is the organization allowing enough time between the solicitation and the event?

Remember:
Planning means: 1) seeing where you are, 2) deciding where you want to go, 3) choosing a specific way to get there, and 4) moving, a step at a time, to reach your destination.

There are seven steps to effective program planning:

1. Determine NEEDS.
2. Choose GOALS based on those needs.
3. Develop PLANS to achieve goals.
4. Choose and use RESOURCES to put plans into action.
5. Assign RESPONSIBILITIES.
6. Experience THE EVENT.
7. Participate in EVALUATION.

*Planning is asking:

When planning:

...focus on diversity, variety and balance

...vary the topics and activities

...vary the program methods

...think creatively
...involve everyone as much as possible

If you have any questions, please contact Engineering Student Life, ECJ 1.224, (512) 232-5778.

**Student Organizations Corporate Solicitation Checklist**

The following is a checklist of items that the ESL staff will look for when reviewing your solicitation package. To expedite the process, please ensure that your solicitation cover letter includes the following:

**Name of Your Organization**
For example: “The Society of Student Engineers (SSE) is a student organization comprised of junior and senior level students pursuing a degree in mechanical engineering.”

**Name, Date, Time, and Location of the Event**
For example: “The SSE will host the annual leadership retreat on Saturday, October 24, 2009, from 9:00 a.m. until 2:00 p.m. at the Thompson Conference Center.”

**How Many Students You Anticipate Will Participate**
For example: “Approximately 50 mechanical engineering students attend the leadership retreat each year.”

**How the Event Will Benefit Your Organization – Why You Want or Need Support**
For example: “The various workshops held during the retreat teach students how to effectively work in groups and to manage their time.”

**What You Need – What Is It Your Organization Wants**
For example: “The cost to host this annual leadership retreat is approximately $1,500.”

**Benefit to Supporting Companies**
For example: “This is an excellent opportunity for ABC Company to meet some of the Mechanical Engineering Department’s current and aspiring student leaders.”

**How Corporate Supporters Will Be Recognized and Involved in the Event or Activity**
For example: “Corporate supporters will be recognized on all publicity prior to the retreat, on materials used during the retreat and are also invited to give a one hour presentation on teamwork during the retreat.”

**Enclosed Documents**
For example: “Enclosed you will find an activity sheet describing the events scheduled during the retreat, a breakdown of the various support levels, and a response form for your convenience.”

**Date You Need to Hear Back From the Company**
For example: “We look forward to hearing from you on or before September 15, 2009.”

**Student Organization Contact Phone Number and E-mail Address**
For example: “If you have any questions, please contact me at (987) 654-3210 or by e-mail at jstudent@mail.utexas.edu.”

**Thank You**
For example: “Thank you for your consideration.”

If you have any questions, please contact Engineering Student Life, ECJ 1.224, (512) 232-5778.

**Corporate Solicitation Letter Elements**

Whether soliciting funds, services or products, the following elements should be considered in composing a corporate solicitation letter:

- Who is making the request?
• What is being requested?
• What is (are) the benefit(s) to the donor?

**Writing the Solicitation Letter**

1. Give a BRIEF description of your organization/society:
   • Membership (majors, classifications, numbers involved)
   • Activities (can include both on & off-campus)

2. What are you wanting the donor to provide and why?
   (- or - What is it your organization wants and why do you need it?)
   • Funding: For how much? Different levels available?
   • Speaker(s): For what purpose/program? Date? Time? Location?

3. What is the benefit to the donor?
   This is the most critical element. The donor will always want to know how what they provide will benefit them. It is always good to think about will it be a “short-term” or “long-term” benefit to the donor.

   Examples:
   a. Company name (not logo) displayed in publicity, t-shirts, web page.
   b. Students in major(s) that they hire:
      • using their product
      • hearing about their company
      • talking to their representatives
      • resume book
      • sole support of the event

4. Who should the donor contact for more information or to respond to your request?
   • Name(s)
   • Title
   • Phone number(s) and times available
   • E-mail address(es)
   • Deadline(s)
   • Forms
Thanks - Before AND After!

Thank the person and the company for their time and consideration of your request!

…and remember: Companies receive a lot of requests (and not just from college student groups). If possible, try to direct your request to a specific person and/or make the letter personally appealing (EX. Is the contact a UT engineering graduate that benefited from the organization while a student?).

ALWAYS follow-up with a thank you letter or note to the company after they have responded to your request, even if the answer was “no.”

**Solicitation Letter Template**

The University of Texas at Austin
Your Student Organization’s Letterhead
Student Organization Name
Cockrell School of Engineering
Street Address
City, State, Zip
Phone Number
Fax Number

Date of Letter

Company Contact Name
Contact Title
Company Name
Street Address
City, State Zip Code

Dear [Company Contact Name]:

OPENING PARAGRAPH:

Introduce your student organization. Describe your student organization’s members including the number of members. Describe the purpose of your student organization.

MIDDLE PARAGRAPHS:

Introduce the event or events that need funding. If requesting support for more than one event, refer the reader to response form. Describe the event purpose. Describe the number of students the event will affect. List the event date, time and location.

Describe the benefit to event supporters. Inform the reader of enclosures including response form, budget, calendar of events, and past event publicity.

CLOSING PARAGRAPH:
Provide your phone number and e-mail address in case your contact has any questions or needs further information. State that you will follow up this letter with a phone call within a specified time frame.

Sincerely,
Signature
Your Name
Your Title
Enclosures

**Sample Solicitation Letter**

The University of Texas at Austin
Your Student Organization’s Letterhead
Student Organization Name
Cockrell School of Engineering
Street Address
City, State, Zip
Phone Number
Fax Number

September 1, 2009
Company Contact Name
Contact Title
Company Name
Street Address
City, State Zip Code

Dear [Company Contact Name]:

The student chapter of the Alec Organization is comprised of 150 junior and senior honor engineering students in the Cockrell School of Engineering at The University of Texas at Austin. The purpose of our organization is to promote academic excellence and professionalism in the field of engineering.

Each November the Alec Organization hosts a leadership development conference for our members. The conference provides training in leadership, communications and team-building skills and challenges participants to develop their personal skills in these areas. The conference also builds community and promotes professionalism among our members. Expected attendance at the conference is 100 students.

The conference will be held on the UT campus on Saturday, November 3, 2009. I have attached the schedule for the day, as well as a budget for the conference showing the total cost of the event.

I am writing on behalf of the Alec Organization to see if <company name> would be interested providing financial support for the conference in the amount of $500. For its donation, <company name> will be recognized on all pre-conference publicity and have its company name displayed at the conference. In addition, <company name> may send representatives to present one of the conference workshops.
I appreciate your consideration of our request. If you have any questions, please feel free to contact me at susanjones@alec.org. I will be contacting you within the next week to discuss this further, and look forward to working with you.

Sincerely,

Susan Jones
Susan Jones
Corporate Relations Officer – Alec Organization
Enclosures

Sample Calendar of Events

STUDENT ORGANIZATION NAME

CALENDAR OF EVENTS

Sept. 28, 2009    Engineering Leadership Conference    $5,000

This conference provides approximately 300 engineering student leaders from across the state of Texas with workshops and activities geared toward improving conference attendees’ leadership skills. Corporate supporters are invited to present a customized workshop at the conference. All corporate supporters’ logos will be displayed on all advertisement including: banners, flyers and t-shirts. Corporate contributors will be mentioned in all forms of communication with invited students including letters, web pages and e-mail.

Oct. 19-20, 2009    Student Retreat    $1,500

This is an annual weekend event that provides a relaxing and comfortable atmosphere for approximately 40 engineering student leaders to learn more about team building and interpersonal communication. Corporate supporters are invited to present a customized workshop at the conference. All corporate supporters’ logos will be displayed on all advertisement including: banners, brochures, flyers and t-shirts. Corporate contributors will be mentioned in all forms of communication with invited students including letters, web pages and e-mail.

Sept. 13, 2009
Sept. 27, 2009
Oct. 11, 2009
Oct. 25, 2009
Nov. 8, 2009

Nov. 29, 2009    General Meetings    $150 (each meeting)

Held bi-monthly. At these meetings, general announcements are made, a guest speaker presents for approximately 20 minutes, and afterwards pizza and sodas are served. Approximately 40 members attend each meeting. Possible speaker topics include interviewing, public speaking, new technologies, teamwork, or other ideas. The corporate supporter is invited to provide the guest speaker for the meeting funded. Corporate contributors will be recognized for their support on all meeting advertisement including flyers, posters and e-mail.

If you have any questions or concerns, please contact our Student Organization President, Mary Smith, at (512) 987-6543 ext. 210 or by e-mail at: marysmith@studentpresident.org
### Leadership Conference

The Engineering Leadership Conference provides approximately 300 engineering student leaders from across the state of Texas with workshops and activities geared toward improving conference attendees’ leadership skills.

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement (flyers, banners, brochures)</td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>Box Lunches (300)</td>
<td></td>
<td>$2,500.00</td>
</tr>
<tr>
<td>Materials (pens, paper, copying fees)</td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td>$500.00</td>
</tr>
<tr>
<td>T-shirts (300)</td>
<td></td>
<td>$1,000.00</td>
</tr>
<tr>
<td><strong>Total Cost:</strong></td>
<td></td>
<td><strong>$5,000.00</strong></td>
</tr>
</tbody>
</table>

### Student Retreat

This Student Retreat is an annual weekend event that provides a relaxing and comfortable atmosphere for approximately 40 engineering student leaders to increase their team building and interpersonal communication skills.

<table>
<thead>
<tr>
<th>Item</th>
<th>Quantity</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement (flyers, banners, brochures)</td>
<td></td>
<td>$100.00</td>
</tr>
<tr>
<td>Facility Rental</td>
<td></td>
<td>$350.00</td>
</tr>
<tr>
<td>Materials (pens, paper, copying)</td>
<td></td>
<td>$100.00</td>
</tr>
<tr>
<td>Meals:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Breakfast (2 Days)</td>
<td></td>
<td>$150.00</td>
</tr>
<tr>
<td>Lunch (2 Days)</td>
<td></td>
<td>$150.00</td>
</tr>
<tr>
<td>Dinner (2 Days)</td>
<td></td>
<td>$200.00</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td></td>
<td>$50.00</td>
</tr>
<tr>
<td>T-shirts (40)</td>
<td></td>
<td>$400.00</td>
</tr>
<tr>
<td><strong>Total Cost:</strong></td>
<td></td>
<td><strong>$1,500.00</strong></td>
</tr>
</tbody>
</table>

### General Meetings

Meetings are held twice a month. Approximately 40 members attend each meeting.

<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertisement (flyers)</td>
<td>$5.00</td>
</tr>
<tr>
<td>Pizza and Ice</td>
<td>$120.00</td>
</tr>
<tr>
<td>Sodas</td>
<td>$25.00</td>
</tr>
<tr>
<td><strong>Total Cost:</strong></td>
<td>$150.00</td>
</tr>
</tbody>
</table>

**OVERALL BUDGET:** $6,750.00
If you have any questions or concerns, please contact our Student Organization President, Mary Smith, at (512) 987-6543 ext. 210 or by e-mail at: marysmith@studentpresident.org

**Sample Event Response Form**

**STUDENT ORGANIZATION NAME**

Event Response Form

Company:

Contact Person:

Title:

E-mail:

Phone Numbers:  (Office)          (Cell)

Mailing Address:

City:                                                            State:                                  Zip:

Please check the box next to the event or activity your company would like to support and indicate the amount your company will contribute. Thank you for your consideration!

**Leadership Conference** - $5,000.00

**September 28, 2009, 7:00am to 7:00pm, Thompson Conference Center, UT Austin**

The Engineering Leadership Conference provides approximately 300 engineering student leaders from across the state of Texas with workshops and activities geared toward improving conference attendees' leadership skills. Supporters are invited to present a customized workshop at the conference. All corporate supporters’ names will be displayed on all advertisement. Corporate contributors will be mentioned in all correspondence with event participants.

**We would like to support this event by contributing the following amount:** $________

**Student Retreat** - $1,500.00

**October 19 -20, 2009, Saturday and Sunday, Johnson and Herst Ranch, Marble Falls, Texas**

The Student Retreat is an annual weekend event that provides a relaxing and comfortable atmosphere for approximately 40 engineering student leaders to increase their team building and interpersonal communication skills. Corporate supporters are invited to present a customized workshop at the conference. All corporate supporters’ names will be displayed on all advertisement. Corporate contributors will be mentioned in all correspondence with event participants.

**We would like to support this event by contributing the following amount:** $________

**General Meetings** - $150.00

**Dates listed below, 6:00 to 7:00pm, Ernest Cockrell Jr. Hall, Room 1.234, UT-Austin**

General meetings are held bi-monthly. At these meetings general announcements are made, a guest speaker presents for approximately 20 minutes, and afterwards pizza and sodas are served. Approximately 40 members attend each meeting. Possible speaker topics include interviewing, public speaking, new technologies, teamwork, or other ideas. The corporate supporter is invited to provide the guest speaker for the meeting funded. Corporate contributors will be recognized for their support on all meeting advertisement including flyers, posters, and e-mail.

**Please check the box next to the meeting date(s) you are interested in supporting:**

• September 13, 2009  
• September 27, 2009
• October 11, 2009  
• October 25, 2009
• November 8, 2009  
• November 29, 2009

**We would like to support this event by contributing the following amount:** $________

• Unfortunately, we are unable to support Your Student Organization this coming semester. Please send us information regarding next semester’s events.
Please fax this completed form to (512) 456-7890 on or before July 1, 2009.

If you have any questions or concerns, please contact our Student Organization President, Mary Smith, at (512) 987-6543 ext. 210 or by e-mail at: marysmith@studentpresident.org

Sample Invoice

INVOICE
Student Organization Name
Cockrell School of Engineering - The University of Texas at Austin

TO: Company Contact Name INVOICE DATE:
Contact Title November 2, 2009
Company Name
Street Address
City, State Zip Code

Please make check or money order payable to The University of Texas at Austin. Please put <student organization name> in memo or check stub.

LEADERSHIP CONFERENCE

Advertisement (flyers, banners, brochures) $500.00
Box Lunches (300) $2,500.00
Materials (pens, paper, copying fees) $500.00
Miscellaneous $500.00
T-shirts (300) $1,000.00
Total: $5,000.00

GRAND TOTAL $5,000.00

Tax Exempt # 74-6000203

If you have any questions or concerns, please contact our Student Organization President, Mary Smith, at (512) 987-6543 ext. 210 or by e-mail at: marysmith@studentpresident.org
Thank You Letter Template

The University of Texas at Austin
Your Student Organization’s Letterhead
Student Organization Name
Cockrell School of Engineering
Street Address
City, State, Zip
Phone Number
Fax Number

Date of Letter
Company Contact Name
Contact Title
Company Name
Street Address
City, State Zip Code

Dear [Company Contact Name]:

OPENING PARAGRAPH:

Thank the contact for their support of your event or activity and specify the date of the event. Mention some highlights of the event and the number of students that attended, especially if you had a good showing.

MIDDLE PARAGRAPHS:

Comment on how much the students or event participants enjoyed the event. Describe how the company’s support made a difference and contributed to the success of the event.

CLOSING PARAGRAPH:

Thank the contact and the company again for the support. Tell the company contact how much you appreciate him/her and how much you enjoyed working with him/her. Provide your phone number and e-mail address in case your contact has any questions or concerns. Let the company contact know that you look forward to working with him/her in the future.

Sincerely,
Signature
Your Name
Your Title
**Sample Thank You Letter**

It is good stewardship to thank a donor (company or individual) for gifts they have given to you, and besides that, the Cockrell School requires it!

For ALL gifts received by your organization, a thank you letter needs to be written to the company contact or individual. A copy of this letter MUST be provided with the check to Susan Higginbotham in Engineering Student Life, ECJ 1.224. The check will not be deposited unless the thank you letter is provided.

Following is a sample letter. Please use this as a starting point, but make it interesting and give the donor a good feeling about having donated to your group. If you need assistance, please contact the ESL.

---

The University of Texas at Austin  
Your Student Organization’s Letterhead  
Student Organization Name  
Cockrell School of Engineering  
Street Address  
City, State, Zip  
Phone Number  
Fax Number  

Date of Letter  
Company Contact Name  
Contact Title  
Company Name  
Street Address  
City, State, Zip Code

Dear [Company Contact Name]:

On behalf of the [student organization name] at The University of Texas at Austin, I would like to thank you for your role in [company name]’s recent gift of $[dollar amount] in support of [event or activity name]. [State how this event or activity will benefit your group, and how previous support has made a difference and contributed to the success of the event, e.g. This money will allow us to increase our membership and ultimately benefit more students in the Department of <dept name>.]

Thank you again for your support. We appreciate your interest in the [student organization name]. If you have any questions, please feel free to contact me at [phone number] or [email address]. We look forward to working with you in the future.

Sincerely,

Your name  
Your title