

COLLEGE GOAL SUNDAY SPONSORSHIP GUIDELINES



I. Purpose

College Goal Sunday (CGS) is a volunteer, charitable effort to assist low-income families and those who have no college-going tradition. Specifically, CGS helps families complete the universal application (Free Application for Federal Student Aid form – the FAFSA) required to qualify for college financial aid nationwide. The initiative began in Indiana in 1989, when it became evident that many families were not aware that millions of dollars in financial aid were available and that they needed assistance to complete the required form. The College Goal Sunday program was created by the Indiana Student Financial Aid Association with funding from the Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education, Inc. The program expanded to Arizona in 1997 and Kansas in 1999. The National Association of Student Financial Aid Administrators (NASFAA) currently manages the program under a grant from Lumina Foundation. In 2005 there were 28 states with CGS programs.

II. Collaboration with the National Association of Student Financial Aid Administrators (NASFAA)

In 2004 Lumina Foundation collaborated with NASFAA to expand CGS. Through this collaboration, Lumina Foundation retains control of the CGS name and continues to make the CGS grants. NASFAA provides program development, communication and fund-raising and technical support. The collaboration provides NASFAA with the responsibility of supporting CGS grantees to further the effort of the CGS program.

- i. NASFAA will embark on fund-raising efforts for CGS. Such fund-raising efforts will include national support and assisting individual CGS programs in their efforts to raise local support.
- ii. In conducting such fund-raising efforts, all CGS programs will adhere to the sponsorship provisions set forth in III below.

III. Sponsorships

The success of CGS depends in part on support from the communities in which it takes place. This support is from non-profit entities, businesses and individuals who support the educational and charitable mission of CGS (“Sponsors”). Sponsors are invited, and encouraged to contribute to CGS, subject to the following:

- i. The name and identity of CGS must be protected. A sponsor may not be the exclusive, or sole, sponsor of CGS nor may a sponsor state or imply ownership or control of the CGS name or program.**
- ii. Sponsors CANNOT set up booths or tables at the event or approach participants, nor can they wear any clothing that identifies them as belonging to a lending company at the event. Everyone MUST wear a CGS shirt. Sponsors of CGS will be recognized as being a sponsor of the program through listings in promotional materials.**

- ii. Sponsorship of CGS is a charitable opportunity for a sponsor. Although sponsors will be recognized as set forth in ii above, sponsorship is not a business development or marketing opportunity for a sponsor. Further, sponsorship of CGS is not to be used to further a political agenda, position or platform.
- iii. Sponsors of CGS will be businesses whose missions are both consistent with and in furtherance of the mission of CGS. Further, businesses that sponsor CGS will have business efforts that are consistent with prevailing community standards.
- iv. Sponsorship contributions will be tax-deductible to the sponsor as a charitable contribution to the extent provided by law.
- v. Non-profit entities may be sponsors of CGS through grants and contributions to CGS.

IV. Use of the College Goal Sunday Name

To protect the College Goal Sunday name and to ensure consistency in communications efforts, all CGS programs will adhere to the following:

- i. In all informational materials, organizations are asked to use the service marks symbol (SM) after the first textual reference to College Goal Sunday. Subsequent references need not carry the mark.
- ii. Lumina Foundation is committed to recognizing the original organizers of College Goal Sunday as it seeks to expand the program. Therefore, organizations will use the following language, including the service mark, as part of any widely disseminated promotional or informational material:

The College Goal Sunday SM program was created by the Indiana Student Financial Aid Association with funding from Lilly Endowment, Inc. and with supplemental support from Lumina Foundation for Education.

- iii. Sponsoring organizations will use the official College Goal Sunday logo provided by Lumina Foundation and NASFAA and Sponsors will create material that fits with the look and feel of sample materials provided by the Foundation and NASFAA. The goal is not that College Goal Sunday materials be identical in content or format, but that they bear a family resemblance. To achieve that goal, organizations are asked to submit layouts of their material to the Director of College Goal Sunday Operations at NASFAA for approval prior to publication.
- iv. Sponsors may use the CGS logo only on materials that promote the College Goal Sunday Program.