**University Advancement - Corporate and Foundation Relations**

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**Is this Funder a Good Fit?**

Questions to consider when assessing whether a corporation or foundation is a fit for MSU Denver and your program/project:

 **Corporate Prospects** **Foundation Prospects**

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| * What is the company’s mission statement?
* Are there areas of research or colleges at MSU Denver that align with the company’s focus?
* Is the company’s headquarters located within the MSU Denver geographic footprint?
* Does the university have ties with the company’s upper-level management?
* Does the company have a strong employee base of MSU Denver alumni?
* Does the company recruit from MSU Denver?
* What types/amounts of funding has the company given to MSU Denver?
* Does the company have a matching gift programs?
* From the company’s prospective, what differentiates MSU Denver from other universities?
 | * What is the foundation’s mission statement?
* What are the foundation’s giving parameters: interest areas, geographic focus?
* What grants has the foundation awarded recently and what is the average award?
* Does the university have ties with any key foundation staff or board members?
* What is the foundation’s focus – local, state, national or international?
* What are the foundation’s reporting requirements?
* Does the foundation accept unsolicited proposals?
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