

College Goal Sunday Guidelines for Participating Organizations

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 2008 there were 35 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 logo and both Lumina and NASFAA 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 procedures and policies set forth in III below.

III. Supporting CGS

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. Supporters are invited and encouraged to contribute to CGS, subject to the following:

- i. The name and identity of CGS must be protected. A supporter may not be the exclusive, or sole, supporter of CGS nor may a supporter state or imply ownership or control of the CGS name or program.
- ii. Supporters of CGS will be recognized as being a contributor to the program through listings in promotional materials. Such listings will not differentiate contributors by the value of the contribution.
- iii. Support of CGS is a charitable activity. Support is not intended to represent a business development or marketing opportunity, nor may support of CGS be used to further a political agenda, candidate, position or platform.
- iv. CGS supporters are expected to have missions that are consistent with and in furtherance of that of CGS, and operate in a fashion that is consistent with all requirements of law and ethical standards.
- v. Support for CGS is deductible as a charitable contribution to the extent provided by law.

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. Organizations providing support will use the official College Goal Sunday logo provided by Lumina Foundation and NAFSAA and will only 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 expected to submit layouts of their material to the Director of College Access Programs at NASFAA for approval prior to publication.

- iv. Organizations providing support may use the CGS logo only on materials that promote the College Goal Sunday Program.
- v. The CGS logo may not be used in conjunction with *any* materials that advertise or promote a supporting organization or its business activities.