**Standard Operating Procedure (SOP) for Donation Requests document**

**Purpose:**To provide clear guidelines for submitting and approving donation requests, ensuring that our support aligns with our marketing strategy and community engagement goals.

**Overview:**While we value and support the hard work of many organizations, we must be selective in our donations. All donations are deducted from our marketing budget, so it is crucial to carefully evaluate each request using the criteria outlined below.

### **Criteria Checklist:**

1. **Client Relationship:**
   * **Is the client requesting the donation a regular customer?**We prioritize supporting our loyal clients who consistently choose our services. If the request comes from a regular and valued client with a passionate cause, we aim to support them.
2. **Non-Profit Status:**
   * **Is the organization a non-profit?**We prefer to donate to non-profit organizations, particularly those working within our community. Supporting local causes aligns with our mission to give back to the community that supports us.
3. **Promotion and Visibility:**
   * **Will the organization promote our donation or sponsorship?**We look for opportunities where our donation can be acknowledged on the organization’s community pages, including social media, websites, newsletters, etc. This helps us increase visibility and engage with the broader community.
4. **Event Sharing Potential:**
   * **Is this an event we can share on our social media pages?**Events that align with our brand and values and can be featured on our social media channels are given priority. This not only supports the cause but also strengthens our community presence.
5. **Approval Process:**
   * **Submit the request for approval:**All donation requests must be submitted using the designated Donation Request Form.
   * **Allow for 5 business days for approval:**Please submit your request at least 5 business days before the donation is needed. This allows adequate time for evaluation and approval.

6.) **Additional Considerations:**

* + **Alignment with Marketing Goals:**Donations should align with our marketing objectives. Consider whether the donation enhances our brand image, supports our community outreach, and resonates with our target audience.
  + **Budget Availability:**Ensure that the donation request aligns with the current marketing budget and priorities. Donations should not exceed the allocated budget without prior approval from management.

### **Procedure:**

1. **Complete the Donation Request Form:**
   * Fill out all required fields in the form, ensuring all information is accurate and complete.
   * Attach any letter of request provided by the organization.
2. **Submit for Review:**
   * Submit the completed form to the designated manager for review.
   * Ensure that the request is submitted at least 5 business days before the donation is required.
3. **Await Approval:**
   * The management team will review the request based on the criteria checklist and budget availability.
   * The decision will be communicated within 5 business days.
4. **Post-Approval:**
   * Once approved, coordinate with the organization to finalize the donation.
   * Ensure proper documentation and follow-up, including confirmation of the organization’s promotion of our support.
5. **Documentation:**
   * Keep a record of all donation requests and their outcomes for future reference and budget tracking.