Old Dominion University Alumni Association
Special Project Grant Proposal Guidelines for 2016-17 Fiscal Year

Overview

The Old Dominion University Alumni Association is pleased to be able to offer one-time grants to its partners across the ODU campus for the promotion of alumni engagement.

Proposal Guidelines and Timeline

- Programs should show a connection between the entity and University alumni. A reconnection between the University and alumni may include events, outreach activities targeting regional or corporate groups of alumni, etc., while also reaching out to the current student body – undergraduate and/or graduate.

- If a University entity has an idea of a population with which it wants to engage or a program outline that it would assistance to better develop, its leadership may contact Kristyn Danson in the Office of Alumni Relations for assistance.

- Programs must demonstrate support of the mission of the ODU Alumni Association:

  “To promote the well-being of Old Dominion University through leadership and service by reinforcing the importance of partnership while enhancing the intellectual and emotional ties amongst alumni, faculty, staff, parents, students and friends of the University”

- Preference in budget allocation will be given to proposals that represent new and innovative strategies to engage alumni of your respective area.

- Proposals should detail the involvement of the Dean, Department Chair, or other comparable leadership in the conception of the proposal.

- Proposals will be accepted immediately and will be reviewed upon submission.

- Please note that the Programs Committee has a three-year maximum on financial support of the same proposal initiative and/or program.

- Notification of funding will take place within two weeks of proposal’s submission.
Following Proposal Approval

- Please also extend invitations to ODUAA Board members for the program. Questions with regard to invitations can be addressed by Kristyn Danson. If the program is ticketed please provide a minimum of two spaces to allow for board representation at the event.

- **Please track the names and email addresses of participants so that their involvement can be included on their record. The best method for this is to track attendees electronically in an excel spreadsheet.**

- If the proposal is approved, a follow-up report on the program’s effectiveness (as measured by goals, objectives, and outcomes) is required within **two weeks** of the date of the program. A sample of the type of report the committee seeks will be sent with notification of approval of proposal.

- Report should not exceed five pages in length and should include the following:
  1. Program’s overall effectiveness in engaging the target alumni population
  2. Lessons learned (Please include any suggestions you have based on your program’s experience that you would like to share with other programs.)
  3. Participant and respective email address listing
  4. Actual expense breakdown
  5. Photos when possible

- If the report is received in a timely manner there is a possibility that the program can be highlighted in an Alumni Association communications piece.

- **Payment will be processed only after the post-program report and a list of participants are submitted to the committee.** If the actual expenses are less than the awarded amount we will provide funding for the actual amount spent for the program. The Office of Alumni Relations will work with your designated contact to coordinate the payment process.

- Approved programs/events must be completed by June 1, 2017. Please note this is the end of the ODUAA fiscal year and funding cannot be carried over into the following year.
1. Please provide an overview of your proposed event or program including the following information:
   a. Event or program title;
   b. Date;
   c. Location;
   d. Role of entity leadership in the program; and,
   e. Key point(s) of contact for the event or program with contact information

2. Please provide a summary of the proposed project. This should include:
   a. Goals,
   b. Objectives, and
   c. Specific outcomes

3. Describe how the project will support the mission of the ODU Alumni Association as described earlier in this document.

4. Please detail the projected budget for your proposal and provide the total amount you are requesting. How will the grant be utilized? What departmental funds will be used in addition to this amount?

5. Additional considerations:
   a. Drafts and copies of marketing materials are required to be submitted to the committee prior to printing. Please provide them to Kristyn Danson.
   b. If you require alumni contact information for marketing your program, please contact Erica Howell in the Office of Alumni Relations.

6. Is this the first year for this project? If not, how many years has this project occurred? Has the project been granted an ODUAA Special Project Grant previously?

7. Is this an annual or recurring event? If so please describe how the project has evolved from previous years. Please also provide a breakdown of alumni, students, and guests who have attended in the past.

8. Please provide your plan to market this event/program to your prospective audience. Will you be using printed and/or electronic means? Recognition of the ODUAA’s support needs to be documented on marketing materials, websites, flyers, invitations, etc. for the project.

Submit proposal and any additional correspondence by e-mail to:

Kristyn Danson
Director of Constituent Relations
Office of Alumni Relations
Old Dominion University
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757-683-3097