

Funding Review Guidelines for the Northwestern Alumni Association

Last Revision 4/12/04

The Northwestern Alumni Association has created funding guidelines to assist the NAA executive committee in evaluating requests from alumni constituent groups, committees, student groups, and other parties seeking funding from the NAA. These guidelines are meant to provide consistency in the types of activities the NAA funds to ensure that the NAA's strategic goals are being met.

In 1998 the NAA developed a strategic plan, commonly referred to as RISE, that incorporated a four-stage approach to increasing alumni participation. In recent years, the NAA has added to its efforts a strong focus on involving students early in their Northwestern career to begin a lifelong engagement with the NAA.

In keeping with this direction, the NAA will review funding requests with the following strategic goals in mind:

- 1) Students: Proposals that increase awareness and participation of students in NAA sponsored activities with a long-term goal of increasing immediate involvement of young alumni.
- 2) Alumni Participation: Proposals that build strong connections through volunteer networks that bring the University to alumni and alumni to the University.
- 3) Board Management: Proposals that increase the effectiveness and/or coordination of the NAA board.

Because of the NAA's limited budget, the NAA suggests that funding requests target a funding request range of \$500 to \$1,500.

In reviewing the funding requests, the NAA officers will consider the following issues:

- How does this proposal address the strategic goals for the NAA as outlined above?
- How many alumni will benefit from the proposal (include direct participation and indirect benefits)?
- Will the proposal reach any new or untapped audiences?
- Are there other sources of funding available for this proposal?
- Are there ways to achieve the goals of the proposal at no cost or for less money?
- Is the NAA the logical funding source for this proposal, or should other funders be approached (i.e. professional staff budgets of specific schools or departments)?
- Is there an opportunity to build upon or expand this proposal in the future?
- What is the long-term sustainability of this proposal?
- What time would be needed from the professional staff to implement this proposal?

Budget requests must come in writing using the format on the Budget Request form, available for download from the NAA Web site (<http://www.alumni.northwestern.edu/about/board>). The deadlines for funding requests are announced at the Fall Board meeting and Leadership Conference for the following fiscal year. The Board reserves the right to consider funding requests early for items of an urgent nature.