



## Alumni Chapter Request for Funds Application

Colorado Mesa University Alumni Association is committed to making sure each Chapter is supported both administratively and financially. Now that your Chapter application has been approved you have the option to request funds to help support the mission and vision of your Chapter. Please provide as detailed of responses as possible.

- 1. What the money is for/outcomes desired/how that supports their mission:** (example – Marketing and event expenses at “Mavs at the Rockies/New student send off” where the chapter will be recruiting new members, updating information and meeting new students)

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- 2. Plan for using the money (should include who is involved, timeline and budget):** example-
  - timeline: Event, July 23<sup>rd</sup>, 2019 Marketing to begin April 2019 (mailer- \$\$, email) May (social media) June (email, giveaway tickets) July (final promotions, Facebook – \$\$boost).
  - Budget: Marketing – Facebook boosted posts- \$20, mailer - \$200, etc. \$300 - food/drink at pregame social
  - Chapter Members Involvement – Event Planning, Space reservation, food order – Brenna; marketing and social media – Patience and CMU Marketing. Day of Execution – Committed chapter members, Dennis, Hillary, Bridget, Scott

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**3. Support required from CMU Alumni Association and/or Chapter Support Committee**

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**4. Reporting. How/Who will report back to the chapter support committee on money spent**

- a. Budget vs. Actual (AA office can help with this)
- b. Recruited members – added to ongoing meeting appointments
- c. Updated info

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