CREATIVE FUNDING GUIDE

2017 Bonner SLI Strategy Session

Photo: Christopher Newport University Bonners at Lookout Mountain, TN

VISION, INTENTION, MEANS

We must first know where we want to go (vision), then <u>decide</u> to go (intention), then make sure we have all that we need to get there (means).

Rank Priorities

Which of these funding areas will we start with?

Center _____ Program(s) _____, Scholarships _____, Faculty ____,
Community Partners ____, Issue Areas _____, other_____

Why? (Write a brief justification. Ex: greatest need, most fundable, best growth potential, etc.)

Consider Sources

Which of these might be an organizational fit based on our priorities, strengths, and opportunities? Circle one and then list reasoning.

Corporation, Individual, Foundation/Gov't Sponsored., Earned Income

Resources

What current assets can we leverage in pursuit of this funding? Ex: strong relationship with Advancement staff, warm contacts in business community; alumni, evidence of value, endorsements, other sponsors, marketing collateral. Explain.

What additional assets do we need to develop before pursuing these resources?

What additional considerations should be made (see pg3)?

FOR YOUR CONSDERATION

Corporations, Individuals, or Gov't and Foundation Grants:

Purpose (i.e. values):

People (i.e. leaders, alumni?)

Product (i.e. any other assets that may be of interest to students / institutions / community partners beyond money)

5 Investment Targets (companies can sponsor...)

Individuals = student education, empowerment, personal and professional development

Organizations = capacity building, performance improvement for partnering NGOs

Networks = coalition-building, partnerships across issue areas

Politics = advocacy, lobbying

Ideas = incubators, accelerators, research, disruption

5 Investment Approaches (once the target is identified, then funds are used for...)

Financial strength (capital raise / fundraise)

Program expansion (breadth)

Comprehensiveness (depth)

Multi-site replication (franchise)

Accepted doctrine (proven best practice that is disseminated)