

Tips and reminders:

1. Remember that the projects should be AUM specific, supporting a specific AUM program/project, and not to benefit or endorse an external program or individual's self-promotion.
2. Think about the donors – why would they want to support your project? Is your story compelling? Does it appeal to emotions? What does this project mean to you? Whom does it affect?
3. Your goal should be attainable and realistic to your project. Goal ranges can be from \$50 - \$5,000 or more. Be mindful that a \$5,000 goal for this type of fundraising venue may not be attainable unless you have “pre-sold” (secured) at least half of the dollar amount toward your goal before February 14.
4. Identify the social media accounts (personal and AUM unit/department) you will be using. Think about who you will want to be a part of your team (faculty, staff, and students). How many followers do you and your team members have on Facebook, Twitter, YouTube, Instagram, etc.?
5. If your proposal is accepted, you will receive a detailed playbook of what materials are needed and the deadlines involved.
6. AUM Day of Giving can be an energetic day of philanthropy; however, it is up to **you and your team to create that energy, instill motivation and get excited!**
7. Deadline to submit proposals for consideration is **Friday, October 25**. (Not every project will be selected)



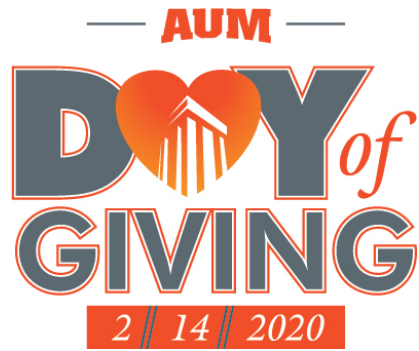
Unit/Department/College	
Project manager	

Background

Why is the project suitable for AUM Day of Giving? Describe an opportunity or need that the project addresses, why this project is important to AUM and why donors will find it important. Please be as specific as possible.

Project Budget

Please provide a financial goal you would like to meet. *(Ex: your goal is \$150 to assist Curtiss with travel expenses, or \$500 to help re-stock the Food Bank shelves)*



Project Team and Momentum

How do you plan to create excitement and momentum leading up to and on the Day of Giving? Think about who you will want to be a part of your team (faculty, staff, and students). How will you keep sharing the information about your project throughout the day?

Deadline to submit AUM proposals for consideration: **Close of Business on October 25.**

Submit your proposal to Marie Harrington, University Development at mharring@aum.edu.

If you have any additional materials you would like to submit with your proposal, please feel free to do so.

Questions? Call Marie Harrington at 244-3596 or 399-4850.