



November 29, 2016

## Call for Proposals

On Tuesday, November 29, AUM will host #AUMDayofGiving, which is a special **24-hour social media driven fundraising initiative**. This is occurring in conjunction with the National Day of Giving movement known as #GivingTuesday.

To prepare for this day we are looking for AUMazing projects to highlight! AUM has so many exciting programs and we want to show the community how they can help us continue to provide our students and faculty with the resources they need to excel.

If you are interested in being a part of #AUMDayofGiving, please complete the form below.

The deadline for submissions is close of business on **Thursday, August 25**. For questions or to submit your form contact Marie Harrington at mharring@aum.edu or 244-3596.

Acceptance messages will be sent to each project manager by **September 2**.

Thank you so much,

Marie Harrington



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Unit/Department/College

Project manager

**Background**

Why is the project suitable for #AUMDayofGiving? Describe an opportunity or problem that the project addresses and why this project is important to you. Please be as specific as possible.

**Project Budget**

Please provide a financial goal you would like to meet. If you surpass your goal, how will you use additional funds?  
*(Ex: your goal is \$5,000 to send one student to Spain for study abroad, or your goal is \$500 to help re-stock the Food Bank shelves)*

**Project Team and Momentum**

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

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

Submit your proposal to Marie Harrington, Office of Advancement at [mharring@aum.edu](mailto: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.



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### **Tips and reminders:**

1. Remember that the projects should be AUM specific, and not to benefit or endorse an individual's self-promotion.
2. Think about the donors – why would they want to support your project? Is your story compelling?
3. Your goal should be attainable and realistic to your project. Goal ranges can be from \$500 - \$5,000 or more.
4. Identify the social media accounts 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. #AUMDayofGiving can be an energetic day of philanthropy; however, it's up to **you and your team to create that energy.**
7. **Deadline to submit proposal for consideration is Thursday, August 25.**  
*(Not every proposal will be selected)*