

Unit/Department/College	
Project manager	

### Background

Why is the project suitable for Day of Giving? 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. (*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**

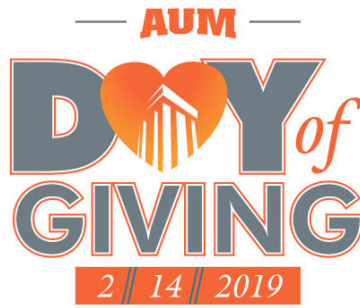
How do you plan to create excitement and momentum on Day of Giving? Think about who you will want to be a part of your team (faculty, staff, and students). How will you keep the information about your project flowing throughout the day?

Deadline to submit AUM proposals for consideration: **Close of Business on October 1.**

Submit your proposal to Marie Harrington, University Development 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 or 399.4850.



### 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 \$50 - \$500 or more. To meet and exceed your goal, remember to pre-sell.
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. Day of Giving 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 Monday, October.**  
*(Not every proposal will be selected)*