

The SUU Outdoor Initiative Fund Application Form

May 2010

This form is provided as a guide for applying for Outdoor Initiative Funds from the SUU Office of Government Relations and Regional Services (GR&RS). Please feel free to provide any additional narrative or materials related to your proposed activity that would be helpful in describing the project, its audience and its impact.

GR&RS considers four criteria in reviewing and making funding decisions regarding the Outdoor Initiative Fund:

- 1) A clear connection to and support of the Goals and Objectives in the *Outdoor Initiative Action Plan*, revised January 2010. This plan can be found on the Outdoor Initiative Website at <http://suu.edu/ad/regional/outdoorInitiative.html>.
- 2) The amount of leveraged or matching contributions--cash or in-kind--to the proposed activity. A set amount or percent of matching contributions is not required, but GR&RS is not inclined to entirely fund any activity solely through the Outdoor Initiative Fund. If no other sources of funding or partnering have been identified, GR&RS staff can assist with identifying leveraged contributions, additional resources and potential partners for the proposed activity.
- 3) The level of impact and recognition across the University. As the University's Outdoor Initiative is still formative, GR&RS is seeking to support activities and projects that have a large impact, broad recognition, diversity of partners, and can assist in raising awareness of the outdoor opportunities available to the campus community.
- 4) The completeness of this application form.

It is the intent of GR&RS to not make application for the Outdoor Initiative Fund a burdensome process, and applications will not be rewarded for extra length. Please feel comfortable in keeping your proposal simple and succinct.

Either using this form, or in a separate narrative, please address all of the following items related to your activity:

Basic Information

Applicant's name:

Name of the activity:

Department(s) and other *key* SUU faculty, staff and/or students involved in the activity:

Date(s) of the activity:

Location(s) of the activity:

Is this a new or existing activity?

Budget Information

Amount of funding request:

Describe what the money will be used for:

Total project cost (does not need to be exact):

Describe any other funds and resources (e.g., in-kind contributions) that will support this activity:

Description of the Activity

Describe the activity and how it will be implemented:

Describe the audience(s) for this activity:

Describe the objective(s) of this activity:

Describe the anticipated outcomes/impacts of this activity:

Describe any other partners or other participants associated with this activity:

Describe student involvement, if applicable, in this activity:

Description of Public Outreach and Marketing Plans

How will you market and/or promote this activity to your intended audience?

Would you like assistance in promoting this activity?

With this application, submit a *draft* press release describing this activity, those involved, and its impact.

(Note: The press release only needs to be a draft. The draft can be for an advance press release, to publicize the event, or a post-event press release, touting the event after its occurrence – or both. If you would like assistance in preparing a final press release, please inform GR&RS upon submitting this application.)

For more information about the SUU Outdoor Initiative or Outdoor Initiative Fund or for assistance with your application, please contact Brian Cottam at 586-8023 or cottamb@suu.edu.