

Spring for Success Online Giving Day Guidelines

The second annual Spring for Success online giving day will be held on **March 19, 2020**.

Below are the guidelines for submitting a project to be considered for sponsorship.

Each project has a goal to raise \$2,500. If the project is successful raising that amount, the DSU Foundation will match it—so the project will have \$5,000 to spend. Further, the project that raises the most money will receive an additional \$1,000 from the DSU Foundation—meaning \$6,000 total to spend. (Additional money raised beyond the \$2,500 for each project will go to the General Scholarship Fund.)

- 1) Submit a one-page proposal to James Forte', annual fund director, via email @ jforte@deltastate.edu by **5 PM on Jan. 20**. Proposals must include the following:
 - Cover page with the name of the individual submitting the proposal, the title of proposal, the department, and contact information.
 - Written approval from your department's vice president/dean to submit the proposal.
 - Clear academic and/or practical benefit to DSU students, faculty, and/or staff.
 - A budget for your proposal, outlining an estimate of what the funds will be used for.
 - Dates indicating when activities will be done and when money will be spent.

- 2) Each project must have a faculty or staff adviser, even if it is not submitted by a faculty or staff member. This person becomes the "champion" of the project and must:
 - Attend a mandatory workshop explaining the entire process of Spring for Success.
 - Collaborate with Communications and Marketing (CommMark) on social media promotion and implementation leading up to and on online giving day. CommMark will do some. So will the project champion.
 - Be available with other key participants to be filmed by CommMark for promotional videos.
 - Find "project ambassadors" to assist with video and social media.
 - Agree to take part in follow-up CommMark publicity/coverage of the project, as it unfolds.
 - If necessary, answer questions from CommMark about the webpage that it will create on behalf of the chosen microgrant projects.

- 3) Specify timeline and checkpoints for the proposal. **Note: Must supply an update on progress by no later than April 20.**

- 4) A committee will select the projects chosen for sponsorship. **Winners will be announced the week of Jan. 27.** This committee is comprised of members of the Institutional Advancement team, CommMark, faculty, and staff. The main goal of the committee is to select a wide variety of projects that will interest and benefit a significant number of students, faculty, and/or staff.

- 5) **Proposals must include a completion date for the project. Completion date must be no later than Oct. 19, 2020.**

Questions? Contact James Forte' at jforte@deltastate.edu or (662) 846-4708.