

Requests for New Funding

Approved by UCA Advancement Division Date 11/7/2011

Priority	Year	OT/C*	Expenditure*	New Revenue	Excess of Expense over New Revenue	New Personnel Required	Description	Link to Strategic Plan	Exhibits
						(Type "Y" for Yes or "N" for No)	Briefly describe and justify request and indicate basis for cost estimate. Include supporting documents as needed. List documents in Exhibits column.	Briefly show how this request furthers the university's strategic plans. Include supporting documents as needed. List documents in Exhibits column.	List supporting documents for each request (e.g., Exhibit 1.1, 1.2, 2.1, 2.2, etc.)
First	1	OT	\$ -		\$ -	N	Year 1: Additional travel funds for field staff to qualify identified prospects for giving capacity and affinity. Year 2: Shared College Based Development Officer. Year 3: Shared College Based Development Officer and Director of Leadership Giving. Year 4: Shared College Based Development Officer.	Goal #5 Increase engagement with External Partners, subpart 2. Strengthen communication, coordination and prioritization of fundraising efforts and needs across campus. Goal #1: Focus on Integrity at all Levels of Action: data driven decision making and continued reassessment.	Exhibit 1 and 2
		C	10,000		10,000				
	2	OT	3,000		3,000				
		C	65,000	100,000	(35,000)	Y			
	3	OT	6,000		6,000				
		C	143,000	225,000	(82,000)	Y			
	4	OT	3,000		3,000				
		C	65,000	150,000	(85,000)	Y			
	5	OT			-				
		C			-				
Second	1	OT			\$ -		Year 2: Additional Writing/Marketing position in anticipation of start of next comprehensive campaign. Year 3: Additional Production Designer to support ongoing campaign needs. Year 4: Prospect Researcher and Administrative Specialist for support of fundraising field staff	Goal #5 Increase engagement with External Partners, subpart 2. Strengthen communication, coordination and prioritization of fundraising efforts and needs across campus. Goal #1: Focus on Integrity at all Levels of Action: data driven decision making and continued reassessment.	Exhibit 1 and 2
		C			-				
	2	OT	4,000		4,000				
		C	50,000	-	50,000	Y			
	3	OT	4,000		4,000				
		C	43,000	-	43,000	Y			
	4	OT	7,000		7,000				
		C	80,000		80,000	Y			
	5	OT			-				
		C			-				
Third	1	OT			\$ -				
		C			-				
	2	OT			-				
		C			-				
	3	OT			-				
		C			-				
	4	OT			-				
		C			-				
	5	OT			-				
		C			-				
Fourth	1	OT			\$ -				
		C			-				
	2	OT			-				
		C			-				
	3	OT			-				
		C			-				
	4	OT			-				
		C			-				
	5	OT			-				
		C			-				

Definitions:

\* OT/C: OT = "One-time" expenditure; "C" = Continuing expenditure