

# Applicant Guide: Applying to GTSF Funding

If you have any questions, please email us at [info@gtsf.gatech.edu](mailto:info@gtsf.gatech.edu).

## Funding Process

- **First-Round Written Application:** Applicants submit short responses for review.
- **Help Session:** A 15 minute meeting where a member of GTSF will review your application and suggest edits and improvements.
- **Final Written Application:** Applicants will resubmit their short responses after incorporating help session feedback. Applications will be graded according to our criteria, and highest-scoring organizations (~20) will be selected as finalists.
- **Funding Presentation:** If your organization\* moves forward, you will present your initiative to the GTSF Selection Committee in person. The committee will then decide how to allocate funding to organizations.

\* You don't have to be a Registered Student Organization (RSO) to apply for funding

## Timeline

- **01/22/24:** First Round GTSF Funding Application Opens
- **02/16/24:** First-Round GTSF Funding Applications Due
- **02/21/24 & 02/22/24:** GTSF Funding Help Sessions (mandatory attendance)
- **02/25/24:** Final GTSF Funding Applications Due
- **03/03/24:** Applicants Notified if Moving Forward to Funding Presentations
- **03/10/24:** Funding Presentation Day (Allocations Sunday)

## Funding Term

GTSF funds by **reimbursement** via a paper cheque. Your organization is required to show proof of purchase before you will receive your money. Your organization will be eligible to request reimbursement for 3 semesters after funding (including your funded semester). This means organizations funded in the Fall have until August 1 of the following year to request reimbursement, and organizations funded in the Spring have until Jan 1st of the following year.

If money is not used by the reimbursement deadline, you can request an extension before the expiration date and have another semester to utilize any leftover funds. Extensions are not guaranteed and will be evaluated by the Board of Trustees based on the circumstances provided.

## Written Application Questions

GTSF Funding applications are evaluated based on the following grading criteria: novelty, impact, sustainability, and feasibility. Each grader evaluates organizations on exactly one criteria, and graders only read the prompts relevant to their criteria and question 1, the proposal description. This means you should address each question as though it is written on its own (with the background from Question 1). Below are suggestions of what to include for each short response on the written application:

## Question 1

Please describe the proposal along with the important short term and long term goals/steps necessary to bring the proposal to life.

This question is the only question read by all graders.

It is not assigned its own grade, but any key information about the proposal should be included here to help graders understand your application. Please do not reference your responses to this question when answering other questions. Instead restate relevant details.

## Question 2

How is this proposal different from existing events and/or initiatives on campus, and why is it important that this proposal be funded?

How will your proposal help grow your organization and create more diverse opportunities for Georgia Tech?

This question represents the Novelty criterion. Novel proposals are those that bring new events/initiatives to Georgia Tech or feature a major expansion of an ongoing event that requires additional capital for the transformation.

The proposed initiative should:

- Differ from similar, existing events around Georgia Tech's campus to provide new and innovative opportunities
- Bring diverse, unique elements that tangibly enrich on-campus student life
- Show transformative development (eg. new ideas, improved quality, increased scale), if building upon a precedent set by a previous initiative
- Act as a growth opportunity for the organization in regards to on-campus impact and/or membership

Questions to consider answering when writing your application:

- Is your organization's initiative unique on campus? If not, is there an aspect that distinguishes it from similar initiatives?
- Does the event/initiative help diversify opportunities available on campus?
- Is this the first time the organization is attempting this initiative? If not, is significant development of the initiative demonstrated?
- Will the initiative help the organization grow and improve?

### Question 3

Who is the target audience for this proposal, and how is this proposal designed to fulfill the wants and needs of this audience?

What are your marketing plans to ensure the proposal is successful?

This question represents the Feasibility criterion. Feasible proposals are practical and financially viable. Initiatives should be well-planned.

The proposed initiative should:

- Develop a comprehensive plan that, at a minimum, includes basic preparations and groundwork already in place for successful execution of the proposal
- Avoid unrealistic and impractical elements, and provides evidence of the organization's ability to follow through with the proposal
- Prepare a thorough marketing plan that specifically identifies a target audience, emphasizing how the proposal is specifically tailored to the audience
- Supply relevant information on financing the proposal, particularly noting that the proposal is viable even with partial funding from GTSF

Questions to consider answering when writing your application:

- Does the organization's initiative have a defined target audience?
- Is there an explicit plan on how the organization will effectively market to its audience?
- Is the event/initiative well planned?
- Is the organization clear on what steps still need to be taken to effectively run the initiative, and do these remaining steps seem achievable by the event date?

## Question 4

*If this proposal is recurring:*

How do you plan on funding the proposal in the future?

How will the funding provided this year help next year's event occur?

*If this proposal is non-recurring:*

Why is the funding essential to this year's proposal?

How will the funding you receive this year help your organization create different proposals in the future?

This question represents the Sustainability criterion. Sustainable proposals require GTSF funding initially, but will be financially self-sufficient in the future.

The proposed initiative should:

- Include primarily reusable budget items, and/or explain any temporary items that are integral to the event
- *Not* require future GTSF funding. It must emphasize plans to support future endeavors and/or find alternative funding sources (*if intending for the initiative to be recurring*)
- *For recurring proposals:* Provide specific details on how the proposal will use funding to either purchase reusable items and capital or to gain revenue to fund future initiatives without GTSF funding.
- *For non-recurring proposals:* Explain why funding is essential for this specific proposal, and address how funding will allow the organization to undertake new initiatives in the future. Non-recurring proposals should still generate a lasting impact on Georgia Tech to align with the GTSF funding goals.

Questions to consider answering when writing your application:

*For recurring proposals:*

- Is a future source of funding clear?
- Are most budget items reusable?
- For budget items that are not reusable, are they integral to the event and explained in the response to this question?

*For non-recurring proposals:*

- Are budget items integral to the event?
- Can reusable budget items be applied to future events/initiatives of a different nature?
- Is there an effective plan for the organization to fund future events/initiatives?
- Does your proposal justify/clarify how your event will generate a lasting impact despite being non-recurring?

## Question 5

How do you plan on measuring the success of this proposal?

How will a successful proposal improve the lives of Georgia Tech students?

Please be specific on the pillars you consider essential to a successful event and provide tangible examples of the benefits to Tech students.

This question represents the Impact criterion. Impactful proposals should positively impact the GT community either through on campus endeavors or facilitating GT student activity.

The proposed initiative should:

- Provide a clear, tangible impact of the proposal in improving the general welfare of the Georgia Tech campus, or identifies a specific group that substantially benefits in the community.
- Emphasize the direct impact on Georgia Tech students that would be made possible through funding of your budget items, rather than only discussing the broader impact of your organization and/or items for which you are not requesting funding from GTSF.
- Describe a strategy for quantitatively measuring the success of the initiative, focusing on the proposal's impact on the intended audience

Questions to consider answering when writing your application:

- Does the initiative seek to improve the general welfare of the Georgia Tech community?
  - If not, does it provide an opportunity for members of the Georgia Tech community to improve the general welfare of a third party while also gaining useful experiences themselves?
- Is it clear who the initiative/event is benefitting?
- Is it clear why the impact and benefits of the initiative are important?

## Funding Budget

GTSF can only allocate funds towards items that are listed in the budget. Items must be listed in the budget on individual lines.

Funding happens on a line-by-line basis, so your budget should be **ordered by priority** (the most wanted items should be at the top of the budget). If an item in the budget does not receive funding, items beneath it cannot receive funding.

Every line item must have a working link to a quote that contains the **specific, correct price** of that item. The descriptions for each line item should also be clear and detailed (e.g. indicate how many of an individual item are in a pack of items if you are buying multiple per unit) and reflect the quote. If an item does not have a corresponding link, it will not be funded.

Generally, funding does not include giveaways (e.g. t-shirts, prizes, food) unless it is the focal point of the initiative, so it is advisable to place any items that could be construed as falling within the giveaway category lower on the budget.

GTSF will only consider your organization for funding if over half of your budget is covered by our bylaws.

Know what sources offer the best prices for your budget. During the presentation round, you may be asked about utilizing other sources to access these items.

Organization Name					
Item Priority	Item	Price	Item Amount	Total Price	Source
1	Item A	\$3.00	3	\$9.00	target.com/item
2	Item B	\$8.99	1	\$8.99	amazon.com/item