

Student Activities Council

Student Activities Council Funding Guidelines

Funding procedures and stipulations must be followed to remain in good standing; failing to do so may result in funding being revoked and/or ineligibility for future funding.

The Northern Arizona University Student Activities Council (STAC) provides financial and event execution support to registered student organizations, campus departments, and academic colleges for diverse events that enhance and enrich students' education and college experience on the NAU Flagstaff Mountain Campus.

Council Proceedings

1. Meetings must consist of a majority of active STAC members in order to review and vote on proposals.
2. Meetings will be facilitated by the STAC Chair or Vice Chair.
3. After a funding decision is made by STAC, the group requesting funds will receive email notification of the committee's decision within five (5) business days.
4. STAC members who are directly affiliated with the student organization, department, or college requesting funding will abstain from the decision-making process.
5. STAC advisors may provide guidance and advice but do not make the final decision on approval of funding.

Note: Opportunities for groups to present their proposal during the STAC weekly meetings will be offered on a case-by-case basis, depending on the complexity of the proposal. Groups must be able to meet during the scheduled weekly STAC meetings and proposal presentations will be scheduled accordingly by the STAC Chair or Vice Chair.

Approval of Budget Expenditures and Activity Programming

1. STAC's annual budget is contingent upon approved funding for the academic year.
 - a. STAC's funding comes from fees paid by all active NAU students on the Flagstaff Mountain Campus.
2. Approval of any budget expenditure and activity programming must pass with a majority vote by the council in favor of the expenditure and/or programming.

3. Funding is not guaranteed when a funding proposal is submitted. A proposal must be approved by STAC to receive funding. Proposals may be funded fully, funded partially, or denied.
 - a. Factors such as approval in previous years for similar or identical requests do not guarantee approval again.
 - b. Funding decisions made by STAC are final; proposals will not be reconsidered.

Guidelines for Funded Events

1. Proposals must be submitted a minimum of 45 calendar days prior to the event date. Late submissions will be denied.
2. Funded events must take place on the Flagstaff Mountain Campus. Exceptions may be made if no suitable venues are available on campus.
3. Funded events must take place during the fall or spring semesters, excluding the last two weeks of each semester (reading week and finals week). Events that take place during reading week, finals week, or winter or summer sessions are not eligible for funding.
4. Funded events must adhere to the appropriate event policies set in place by Unions & Activities and the Office of Leadership & Engagement.
5. Funded events must be open to all NAU Flagstaff Mountain Campus students.
6. Funded items and activities must be available and free to all NAU student attendees.
7. The target audience should focus on the currently enrolled NAU Flagstaff Mountain Campus students, as this funding comes from NAU student activity fees that Flagstaff Mountain Campus students pay.
 - a. Funds should be used in a manner to benefit NAU Flagstaff Mountain Campus students at large, not solely for the benefit of the group requesting funds. Events should target a wide range of student interests and populations – events should not be focused solely on a student organization’s members, as an example.
8. STAC cannot fund events that are organized to receive academic credit, either directly or indirectly. Capstones, group projects, class assignments, and other academic projects are not eligible for STAC funding.
 - a. For example, if a student or group of students will be earning academic credit from the act and process of organizing an event, the event is not eligible for STAC funding.
 - b. STAC funds are not to be used for individual academic gain.
9. Proposals must refer to a singular event or an event series with five (5) or fewer events of similar or related nature in the series.
 - a. For groups requesting funds for more than five (5) events, separate proposals must be submitted to adhere to the maximum of five (5) related events per proposal.
 - b. STAC reserves the right to request groups to resubmit proposals if the events are distinct enough to require separate proposals.

10. Events must be marketed widely to all students on the Flagstaff Mountain Campus through a variety of print and digital means. STAC has a required minimum marketing plan for all funded events. This requirement is detailed in the section titled Required Minimum Marketing Plan.
11. Custom merchandise may be requested but is not guaranteed for approval.
 - a. Custom merchandise purchased by STAC cannot be sold for profit or to fundraise. These items must be promotional and free to NAU Flagstaff Mountain Campus students.
 - b. Custom merchandise will not be approved if the purpose is to provide the merchandise only to the group's members.
 - i. STAC funding is not to be used solely for the benefit of the group requesting funds.
 - ii. Uniforms, volunteer shirts, performance outfits or costumes, clothing intended solely for the organizing group's members, etc., are not eligible for STAC funding.
 - c. A design for the custom merchandise must be submitted via email to STAC@nau.edu upon submission of a STAC funding proposal. Delays in providing designs for custom merchandise may delay purchases of any approved custom merchandise.
 - i. The STAC logo or an approved alternative must be used on any custom merchandise.
 - d. If approved, custom merchandise may take multiple months to be created and shipped. If the custom merchandise cannot be created and shipped in time for the event, STAC may make the decision to cancel approval for the custom merchandise. Please keep this in mind if requesting custom merchandise.
12. Requests for events that raise funds for the student organization, department, or college, or for a charitable organization will be carefully reviewed by the committee to ensure compliance with university guidelines.
 - a. STAC cannot provide funds for merchandise to be sold for profit.
 - b. STAC cannot fund items or services that will be used to fundraise.
 - c. If the primary goal of the event is to fundraise, STAC cannot fund the event.
 - i. If there are small fundraising aspects of the event, such as an optional donation box, STAC can fund the event.
13. Requests for events which plan on paid ticketing will be carefully reviewed by the committee to ensure compliance with university guidelines.
 - a. NAU Flagstaff Mountain Campus students cannot be required to pay to attend and/or participate in a funded event. Funded events (and all funded activities therein) must be free for all NAU Flagstaff Mountain Campus students.
 - b. Paid ticketing may be supported to cover the cost of the event.
 - c. Paid ticketing will not be supported to fundraise for the organization, department, or college or to cover future or past event costs.

- d. Paid public ticketing will be required if the event involves STAC-funded catering for non-NAU public consumption. These ticket sales will reimburse the student fees used on the public.
 - i. Ticket prices should be a price comparable to the cost of the catering per individual.
 - ii. Ticket sales will not be distributed to the group requesting funds. Ticket sales will be sent to STAC to be used for funded events.
 - e. All ticketing must be organized through the [NAU Central Ticketing Office \(CTO\)](#).
14. The maximum amount of any one (1) funding request is \$10,000. If a group submits more than one proposal during the course of an academic year the total of all funds awarded shall not exceed \$10,000.
- a. If a single proposal is submitted by multiple groups collectively, one (1) group must identify as the primary organizer. This group will sign the funding contract for the event.
 - b. An exception to the \$10,000 limit may be considered based on the potential and/or historic impact of an event on the student body. However, a single group can still only be awarded up to \$10,000 over the course of an academic year. Thus, any proposal requesting over \$10,000 must be a collaboration between multiple groups.
 - i. Each group will need to submit separate proposals requesting funding for different aspects of the combined event. STAC requires this to keep track of individual group funding and proposal information.

Ineligible for Funding

According to Federal, State, NAU, and/or STAC policy, the following cannot be funded:

1. STAC cannot fund activities that perform a task that is more effectively performed by the University.
 - a. As an example, NAU cannot fund the rental of tables and chairs if they can be provided by Unions & Activities.
2. STAC cannot fund items, activities, or services to be paid in a fiscal year different than the date of the event. Fiscal years begin on July 1 and end June 30 of the following year.
 - a. As an example, any expense for an event in September 2025 must be paid for on or after July 1, 2025, and no later than June 30, 2026.
3. STAC cannot fund any activity that discriminates based on race, color, religion, sex (including pregnancy), national origin, age, disability, veteran status, sexual orientation, gender identity and expression, or genetic information.
4. STAC cannot fund events that charge a fee to NAU Flagstaff Mountain students.
5. STAC cannot fund food not supplied by NAU Catering/Sodexo.
 - a. Food can be supplied outside of Sodexo if accompanied by an approved Food Service Waiver.

- b. Any required food waivers must be submitted to NAU Catering by the group requesting funds. Approvals must be sent to STAC via email (STAC@nau.edu) before any food can be purchased from an external vendor.
- 6. STAC cannot fund any part of any event where alcohol is served.
- 7. STAC cannot provide funding for any NCAA Affiliated club or sports team.
- 8. STAC cannot allocate funds for gifts, awards, scholarships, trophies, or contest prizes.
- 9. STAC cannot fund academic materials for use in class or for anything gaining class credit. STAC cannot fund any activity in which course credit is received, either directly or indirectly, by the organizers and/or group requesting funds.
- 10. STAC cannot fund computer equipment or sports equipment, including club jerseys or uniforms.
- 11. STAC cannot fund clothing items for funded events, such as but not limited to uniforms, volunteer shirts, performance outfits or costumes, clothing intended solely for the organizing group's members, etc.
- 12. Items intended as marketing for future events are not eligible for funding.
- 13. STAC does not fund items to be kept by the organizing club/organization, department, college, or any individual. If reusable items are requested and funded, these items will be kept by STAC.
 - a. STAC determines which items will need to be returned to STAC. This will be communicated with the group before purchased items are distributed to the group.
 - b. Reusable items purchased by STAC must be returned to the SUN Entertainment office (University Union Fieldhouse, room 139) at a time mutually agreed upon and logged with the STAC Event Committee and/or advisors within two (2) weeks following the event.
 - i. Groups must communicate with STAC via email (STAC@nau.edu) to coordinate times for equipment pick-up and return.
 - ii. Event supplies are not to be left with the STAC members running check-in at the event.
 - iii. If the group fails to return these items to STAC, the group will be financially responsible for reimbursing STAC for the item's original purchase value. The group may also not be awarded funding for future events until the items are returned to STAC or until reimbursement to STAC for the items has been processed.
- 14. STAC cannot fund culturally specific items such as but not limited to clothing, performance outfits or costumes, accessories, flags, props, reusable decorations, etc.
 - a. These items cannot be returned to STAC or reused and funded groups cannot keep items purchased by STAC, per NAU policy.
- 15. STAC cannot fund personal-use items, such as but not limited to beauty products, make-up, jewelry, glasses or sunglasses, or individual clothing items or accessories.
 - a. These items cannot be returned to STAC or reused and funded groups cannot keep items purchased by STAC, per NAU policy.

Requirements and Processes for STAC Funding Proposals:

1. Proposals must be submitted a minimum of 45 calendar days prior to the event date. Late submissions will be denied.
2. All proposals must include a prepared budget spreadsheet using the template provided on the STAC website (nau.edu/stac).
 - a. Budget sheets must be representative of all expenses being requested for the proposed event, including any applicable tax or shipping costs.
 - i. If an item or service expense is unknown, an estimate may be provided, however it must be disclosed as an estimate. Actual costs must be provided as soon as possible, or any funds awarded may be insufficient to cover actual costs if the item or service is more expensive than the estimate listed on the budget sheet.
 - b. Requests for items to be purchased online must include any appropriate website links for purchase.
 - c. Requests in budget sheets for catering must list all items being requested from catering, including any necessary linens, and must include the catering order number.
 - i. If it is not possible to list all items, groups may send a copy of their catering order to STAC via email at STAC@nau.edu. However, they must still list the total cost of the catering order, including any tax or delivery costs, on the budget sheet with the order number listed.
 - ii. Any food or beverage items being requested must be sourced from NAU Catering/Sodexo. Any purchases from external vendors must be accompanied by an approved Food Waiver.
 - d. Requests for services by outside vendors must be accompanied by documentation needed to initiate Purchase Requests and/or Contracts through NAU Contracts, Purchasing, and Risk Management. Details regarding these documents and relevant timelines are detailed in the section titled Documentation for Vendors.
 - i. Any service requiring a signature and/or agreement to terms and conditions must go through NAU Contracts, Purchasing, and Risk Management as a Purchase Request and/or Contract.
3. All proposals must include email approvals from appropriate entities. Proposals submitted without these necessary approvals will be denied.
 - a. Student clubs/organizations must upload email approval from their organization advisor.
 - b. Campus departments must upload email approvals from their Director and AVP/VP.
 - c. Academic colleges must upload email approvals from their Chair and Associate Dean/Dean.
 - d. Email approvals must include the following:
 - i. All emails within the thread, including the email requesting approval, and the approvers' responses.

- ii. The email thread must include the following details: Event Name, Event Date & Time, Event Location, Brief Summary of Contents.
 - 1. If the submitted email only contains an approval(s) but provides no context or details of the event, it will NOT be accepted and must be resubmitted with all necessary details and approval(s).
- e. All email approvals must be submitted as a PDF containing ALL emails in the approval thread.
 - i. Screenshots of emails will NOT be accepted and must be resubmitted as a PDF (in email: select Print, then select Save as PDF).
- 4. Proposals for fall semester events will be accepted before the start of the fall semester, beginning April 10 of the prior academic year. Proposals for spring semester events will be accepted before the fall semester of the same academic year, beginning October 10.
 - a. Proposals will be reviewed for funding in the order they are received beginning at the first STAC meeting of the fall semester or during the next regularly scheduled STAC meeting.
- 5. Due to the make-up of STAC as a student committee, STAC will not review requests over the summer or winter breaks, during the last two weeks of the fall and spring semesters (reading week and finals week), or on holiday breaks and university closures.
 - a. STAC encourages groups to submit proposals in advance of the submission deadline, such that they can be reviewed prior to the start of the summer or winter breaks with adequate time to ask questions, provide feedback, and otherwise review proposals in a timely manner.
 - b. Groups can always submit proposals farther in advance than 45 days prior to the event date. This is encouraged to assist with the proposal review timeline.
 - c. STAC will not make exceptions to review proposals outside of regular weekly meetings during the fall and spring semesters. Groups must plan accordingly when submitting their proposals.
- 6. If funding is approved for a proposal, the event coordinator (and the advisor for the student organizations) must meet with a STAC advisor and STAC Chair to arrange for direct payment or reimbursement of expenses and to sign a STAC funding contract.
 - a. A STAC funding contract must be signed by the event coordinator, the student organization advisor (as applicable), the STAC Chair, and a STAC advisor before STAC funds can be utilized.
 - b. Campus departments and academic colleges only need an event coordinator to attend this meeting. However, proper approvals from the Director and VP/AVP (for departments) and the Chair and Associate Dean/Dean (for colleges) are still required for all department and college proposal submissions.
- 7. Groups seeking payment through reimbursement must follow specific documentation policies and requirements. STAC prefers to arrange for direct payment of expenses, but there may be situations in which that is not possible and/or reimbursement is more appropriate.

- a. Any purchase to be reimbursed by STAC will be reimbursed to a student organization using official club funds on a club debit card, or a department or college using university funds from a department or college account on a university Purchasing Card. Individuals using personal funds to make a purchase cannot be reimbursed by STAC.
 - i. Purchases made by a student organization using club funds on a club debit card will be reimbursed via check through NAU Contracts, Purchasing, and Risk Management. The organization must provide a proper receipt or invoice and verification of cardholder identity for the club card.
 - ii. Purchases made by a department or college using a university Purchasing Card will be reimbursed via Internal Departmental Transfer (IDT). The department or college must provide a proper receipt or invoice and the speedchart and account numbers that were used by the cardholder for reconciliation.
- b. A receipt or invoice submitted to STAC must adhere to the following requirements:
 - i. The receipt or invoice must show a \$0 balance, payment confirmation, or amount paid.
 - ii. The receipt or invoice must include the following: Name of Purchaser, Name of Vendor, Date Purchased, Itemized List, Proof of Payment (including last 4 digits of card number), and Amount Paid.
 - iii. The individual named on the receipt or invoice must be the individual requesting reimbursement for that expense.
 - iv. The receipt or invoice must be submitted within seven (7) days of the purchase. This can be done by emailing STAC@nau.edu with a scan of the receipt.
 - v. PayPal, Venmo, Cashapp, or any other money exchange app receipts are not accepted.
 - vi. Receipts or invoices for cash payments will not be accepted or reimbursed.
 - vii. Receipts or invoices should not include any non-approved items or purchases. If a receipt or invoice includes non-approved items or purchases, it may delay the reimbursement process. Only the total expenses of approved items or purchases will be reimbursed.

Expectations of Groups Requesting Funding

1. Groups are required to communicate with STAC, the STAC Chair, and the STAC advisors in a timely and professional manner. Groups must reply to emails within 3 business days.

- a. If there is a significant lack of communication from the group requesting funds, STAC may make the decision to deny a proposal or to revoke funding from a previously approved proposal.
 - b. A group may be denied or have funding revoked due to unprofessional conduct on the part of the group requesting funds, the applicant(s), and/or the group's designated representative(s).
 - c. All communication must be sent to the STAC email, STAC@nau.edu. If email communication is insufficient or unclear, please contact STAC via email to request an in-person or virtual meeting.
2. Based on your group's identity, please abide by the following:
- a. The following procedures must be followed for registered student organizations requesting STAC funding.
 - i. Student organizations must be registered, active, and in good standing with the Offices of Leadership & Engagement and Student Rights and Responsibilities. All student organizations must be registered and active on True Blue Connects.
 - ii. Student organizations must submit a True Blue Connects Event Form prior to submitting a STAC funding proposal and have the event fully approved in True Blue Connects prior to the event taking place.
 1. Student organizations must work with Unions & Activities and the Office of Leadership & Engagement to ensure approval is made in advance of the event taking place.
 - iii. Email approval from the specific organization's advisor must be uploaded with any funding proposal.
 - iv. All STAC funding proposals must also include marketing design drafts – all marketing must be approved by STAC and Student Affairs Strategic Initiatives (SASI) before it can be distributed on campus in print or digitally.
 - b. The following procedures must be followed for NAU campus departments requesting STAC funding.
 - i. Campus departments must submit a Campus Event Form prior to submitting a STAC proposal and have the event fully approved by Unions & Activities prior to the event taking place.
 1. Departments must work with Unions & Activities to ensure approval is made in advance of the event taking place.
 - ii. Email approval from the specific department's Director and AVP/VP must be uploaded with any funding proposal.
 - iii. All STAC funding proposals must also include marketing design drafts – all marketing must be approved by STAC and Student Affairs Strategic Initiatives (SASI) before it can be distributed on campus in print or digitally.

- c. The following procedures must be followed for NAU academic colleges requesting STAC funding.
 - i. Academic colleges must submit a Campus Event Form prior to submitting a STAC proposal and have the event fully approved by Unions & Activities prior to the event taking place.
 - 1. Colleges must work with Unions and Activities to ensure approval is made in advance of the event taking place.
 - ii. Email approval from the specific college's Chair and Associate Dean/Dean must be uploaded with any funding proposal.
 - iii. All STAC funding proposals must also include marketing design drafts – all marketing must be approved by STAC and Student Affairs Strategic Initiatives (SASI) before it can be distributed on campus in print or digitally.

Additional Resources for Groups Requesting Funding:

- 1. STAC encourages NAU organizations to seek ways for annual events to be self-sustaining.
 - a. Subsequent funding requests for a similar event may be reduced or denied at the discretion of the committee. The committee may consider previous feedback from STAC/the organization/attendees and/or the cost per person based on attendance from the previous year.
 - b. STAC is obligated to direct groups to appropriate resources for any funding requests that may be provided, obtained, or funded through other campus entities. STAC will not fund specific requests that can be provided through a different campus entity so long as the resource is available to that group.
 - i. If the relevant resource has been fully depleted or is not available to that group, the group must provide evidence from the resource manager in order for STAC to consider funding that specific request.
 - ii. For example, if a student organization has utilized all of their available funding from Room Reservation Funds, they must provide evidence from ASNAU that all of their available funding has been used for the semester in which the event takes place in order for STAC to consider providing funding for room reservation, equipment, and staffing costs.
 - c. STAC recommends utilizing the following resources in addition to seeking STAC funding:
 - i. ASNAU Club Headquarters, located inside of ASNAU's office (University Union, rm 206)
 - 1. Club Headquarters is free to all enrolled NAU Flagstaff undergraduate student clubs and organizations.
 - 2. Those interested can learn more about services and materials available on the [Club Headquarters webpage](#).

- ii. Get Involved Lounge, located inside of the Dean of Students office (University Union, rm 104)
 - 1. The Get Involved Lounge provides resources and guidance, crafting supplies, event planning support, and more.
 - 2. Those interested can learn more about services and materials available on the [Get Involved Lounge webpage](#).
- iii. ASNAU Reimbursement
 - 1. The ASNAU reimbursement is a service funded by the 23 Fee and is provided to all Flagstaff undergraduate students and clubs/organizations of NAU.
 - a. ASNAU provides funding for enrichment activities such as attending conferences, seminars, and workshops or organizing events based on the club's or individual's interest.
 - b. The amount of funding that clubs/organizations and individuals can receive per academic year may change from year to year. Please contact ASNAU with any questions.
 - 2. Those interested in applying for this fund can learn more on the [ASNAU webpage for Reimbursements](#).
- iv. Room Reservation Funds
 - 1. ASNAU and STAC collaborate to provide up to \$3,000 per club per semester to cover room reservation costs.
 - 2. Clubs interested in utilizing these funds should follow the instructions listed under Room Reservation Costs on the [Student Organization Funding page](#) on the Office of Leadership & Engagement's website.
 - 3. Clubs must utilize all room reservation funding available to them first before STAC will pay any room reservation costs, unless proper justification is provided.
- v. Sodexo Programming Funds
 - 1. Student organizations can apply for a \$500 fund (\$250 per semester) to help supply food via Sodexo/NAU Catering at their event.
 - 2. Those interested in applying for these funds should complete a student programming fund application, which can be found on the [Student Organization Funding page](#) on the Office of Leadership & Engagement's website.
 - 3. Clubs must utilize all Sodexo Programming funding available to them first before STAC will pay any catering costs, unless proper justification is provided.
- vi. Lumberjacks Thrive Student Grants

1. The Lumberjacks Thrive Grant (through NAU Foundation) supports community-building between student organizations and alumni. Any registered student club or organization that intends to facilitate an event focused on student-alumni connections and engagement can participate.
 2. Those interested in applying for these grants should submit a grant application through the [Lumberjacks Thrive Student Grants page](#) on the NAU Foundation website.
 - a. Grant applications must be submitted a minimum of 8 weeks prior to the event.
- vii. Jacksfunder (through NAU Foundation)
1. [Jacksfunder](#) is the NAU Foundation crowdfunding tool, available to members of the NAU community looking to raise \$2,500 to \$15,000 in support of projects that drive student engagement, new research, and other efforts to advance NAU.
 2. Those interested in Jacksfunder can [submit an application online](#) or reach out to Debra.Floyd@nau.edu for more information.

Catering

1. Groups receiving funding for catering MUST meet with the [NAU Catering Office](#) to discuss how to best utilize the funds awarded to them for catering.
 - a. The NAU Catering Office can be contacted via email at Catering@nau.edu or via phone at 928-523-4981.
 - b. Groups are required to participate in the [Louie's Leftovers program](#) for all catering orders.
2. If a group places a catering order that exceeds the awarded funds for catering, the group will be responsible for paying all remaining costs after STAC's payment.
3. Groups must agree to pick up orders from the University Union, bldg. 30, for any orders that require pick up, as determined by the NAU Catering Office.
 - a. STAC is not responsible for picking up catering orders for funded events.
4. Groups are responsible for the clean-up of catering at funded events.
 - a. STAC is not responsible for clean-up of catering at funded events.
5. Groups must return any reusable equipment to the NAU Catering Office within 72 hours to avoid late fees.
 - a. STAC is not responsible for returning any reusable equipment.
 - b. STAC is not responsible for paying any late equipment fees. Fees incurred from violation of NAU Catering policies are the responsibility of the group.
6. Groups are responsible for placing any necessary catering orders with the NAU Catering Office.

- a. STAC is only responsible for paying the amount of funds awarded for catering. Any additional costs associated with adding items to the catering order are the responsibility of the group.
- b. Thus, it is recommended that groups include any necessary linens (tablecloths, napkins, etc.) or other catering necessities in their order and their proposal budget to ensure any necessary expenses are requested.

Documentation for Vendors

1. Vendor documentation (e.g. Vendor Authorization Form, Quotes, Invoices, Certificates of Insurance, Contracts, etc.) must be provided to STAC by the requesting group as soon as possible, as they are expected to be in communication with their desired vendors.
 - a. Any service requiring a signature and/or agreement to terms and conditions must go through NAU Contracts, Purchasing, and Risk Management as a Purchase Request and/or Contract. Campus groups seeking STAC funding for these services/payments should not sign these documents as they must be reviewed and signed with proper authorization.
 - b. Groups must provide necessary documents as soon as possible, at least three (3) weeks prior to the event's start date. Providing documents late will cause delays for contracts and payments, and possibly even prevent payment if provided too close to the event date.
 - c. STAC is not responsible for contacting vendors or gathering documentation on the group's behalf. STAC is only responsible for payment of items/services.
 - d. While STAC will advise groups on event planning processes, it is ultimately the responsibility of the student organization, department, or college to do proper research on the items, services, and outside professionals they wish to involve in their event.
 - e. With the required email approval uploaded in the group's funding proposal, it is confirmed that the appropriate entities (listed below) have approved the items, services, and outside professionals that will be involved in the event.
 - i. Student clubs and organizations must have Club Advisor approval.
 - ii. Campus departments must have Director and AVP/VP approvals.
 - iii. Academic colleges must have Chair and Associate Dean/Dean approvals.

Required Minimum Marketing Plan

1. Groups are expected to adhere, at a minimum, to the following marketing plan.
 - a. Upon submission of a STAC funding proposal: groups must submit marketing design drafts for their proposed event by uploading them to the proposal form and/or sending them via email to STAC@nau.edu.

- i. There are four (4) different dimensions required for STAC's marketing plan. Please consider these sizes when creating your designs to ensure that all content will be visible and legible when printed, viewed on a smartphone, or displayed on a computer or TV screen.
 - ii. Poster: 8.5"x11" (size of a regular sheet of paper; can be vertical or horizontal orientation)
 - iii. Social Media Square: 1080x1080 pixels
 1. (Alternative) Instagram Vertical: 1080x1350 pixels (4:5 aspect ratio)
 - iv. Digital Slide: 1080x1920 pixels (dimensions of a standard computer/TV screen; landscape orientation only)
 - v. Handbill / Small Flyer: 5.5"x4.25" (1/4-sheet of regular paper; can be vertical or horizontal orientation)
- b. All marketing designs should include the following information and adhere to the following requirements at minimum. If you have questions regarding these requirements, please contact STAC via email (STAC@nau.edu).
- i. Information to include on event marketing designs:
 1. Event Name
 2. Name of Group(s) organizing event – including STAC logo or an approved alternative if approved for funding and an NAU logo
 3. Date, Time, and Location of the event
 - a. When formatting the date, do not include ordinal indicators (e.g., the "st" in 1st, "nd" in 2nd). Leave dates as numbers only (e.g., March 3, September 21, etc.)
 - b. Include the start and end time of the event. If there is an additional time relevant to the event, such as if doors open before the event begins, include that time as well (i.e. Doors 6pm, Show 7pm-9pm).
 4. Any relevant links, such as for ticketing or group websites.
 - a. QR codes may be used, however there must be a friendly URL in addition to any QR code. Most groups utilize bit.ly and TinyURL for these friendly URLs. Do not include the "https://" of the URL (e.g., bit.ly/ivyTickets, nau.edu/stac).
 - b. Ticketing links must direct to the NAU Central Ticketing Office's (CTO) [ticketing sales website](#) – all STAC-funded events' ticketing must be organized through CTO.
 5. A description, tag line, indication of activities/contents, etc., to provide context of what the event is and/or will contain.
 - ii. Design Requirements:
 1. All designs must pass accessibility standards for color contrast. Text color and background color must have high enough contrast to pass these standards.

- a. Some options for checking color contrast:
 - i. [TPGi's Colour Contrast Analyser](#) (downloadable app for Windows/Mac)
 - ii. [WebAIM's website color checker](#).
 - b. STAC recommends using one of these tools during design creation to see if all text passes all color contrast standards - if it does not pass all standards, it will be rejected by SASI and must be changed.
2. All marketing designs for STAC-funded events must include an approved STAC logo or an approved alternative. STAC can provide these logos to groups for use in their marketing.
3. Double-check all spelling and grammar of any text on the designs. Ensure all content and details are accurate.
- c. All marketing materials must be approved by STAC and [Student Affairs Strategic Initiatives \(SASI\)](#) before they can be distributed in print or digitally.
 - i. SASI reviews marketing designs to ensure that they are accessible and permissible to be distributed across campus in print and digitally.
 - ii. Groups must respond to and adjust all marketing designs according to feedback from STAC and SASI – any delays from the group in communication and compliance with required edits may cause delays in approval of designs and/or delays in ordering, printing, and distributing marketing materials on campus.
- d. As soon as designs are approved: Display marketing on digital signage screens across NAU Flagstaff Mountain Campus.
 - i. STAC's Marketing team will assist with sending designs to Digital Signage.
- e. Two (2) weeks prior to the event: Put up at least twenty-five (25) 8.5x11" posters across NAU Flagstaff Mountain Campus buildings with building manager approval.
 - i. STAC's Marketing team will assist with this process.
- f. Two (2) weeks prior to the event: Post a social media-friendly version of the poster onto the group's social media page (e.g., Instagram, Facebook) at least once to their feed and once to their story.
 - i. Groups must tag and add STAC (@nau_stac) as a collaborator on any Instagram post. Groups must use appropriate language & hashtags on their posts.
 - ii. Groups must review and adhere to the [NAU Social Media Guidebook](#) before posting to social media.
- g. In the two (2) weeks leading up to the event: Participate in at least two (2) tabling/promotional sessions on NAU Flagstaff Mountain Campus, which can be scheduled with NAU Unions & Activities.

- i. Student organizations should utilize True Blue Connects to schedule tabling sessions. This is the same process as submitting an event request on True Blue Connects.
- ii. Departments and colleges should utilize the online Campus Event Information form. This is the same form that departments and colleges use to submit typical event requests.
- iii. Groups should pass out handbills (1/4-sheet flyers) to students during these tabling sessions to promote their event. STAC can provide these printed handbills to groups.
- h. Any costs associated with these required marketing efforts will be covered by STAC and will not count towards the amount of funds awarded. Typically, there is no cost for these efforts other than ordering from Printing Services. Any desired additional marketing efforts and associated costs should be included in the group's proposal and budget sheet.

After a Funded Event

- 1. An event follow-up form must be completed and submitted to STAC within two (2) weeks after a funded event. STAC will send the form link to the group.
 - a. If a group fails to complete and submit the event follow-up form, they may receive a warning and/or be placed on warning sanctions (as described in the section titled Adhering to STAC Funding Guidelines).

Adhering to STAC Funding Guidelines

- 1. If the group fails to follow the requirements stated in these Funding Guidelines, STAC may make the decision to deny a funding proposal or revoke any or all awarded funds following proper warnings.
 - a. A group will receive a warning for their first infraction. The group will be responsible for amending their infraction as soon as possible in order to avoid warning sanctions and/or revocation of funds.
 - b. If STAC funding is revoked, any reimbursement/transfer of funds will not occur, and the group may be financially responsible for reimbursing STAC for any funds used.
- 2. Groups with multiple and/or sustained infractions may also be placed under warning sanctions. Sanctions are determined by STAC. Sanctions may include, but are not limited to, the following:
 - a. Reduced maximum funding for the remainder of the academic year and/or following academic year.
 - b. Ineligibility for future STAC funding for the remainder of the academic year and/or the following academic year.

Amendments to STAC Funding Guidelines

1. The STAC Funding Guidelines shall be reviewed at least annually at the end of each academic year.

