

Student Activities Council – Funding Proposal Questions

This document is for reference and preparation only. Proposals must be submitted online via our Qualtrics form. This document will NOT be accepted as a proposal submission.

Please read through the STAC Funding Guidelines, available at nau.edu/stac under “STAC Bylaws”, before submitting a funding proposal. These guidelines and requirements have been updated as of June 2025; these changes may affect your event’s eligibility for STAC funding.

If you have further questions about the STAC funding proposal, please contact STAC@nau.edu.

Introduction

- I have read and agree to the STAC Funding Guidelines in entirety.
The STAC Funding Guidelines are available on our website at nau.edu/stac under “STAC Bylaws”.
 - I agree
- I understand that submitting a funding proposal does NOT guarantee funding will be awarded. A proposal may be funded fully, funded partially, or denied. Past approval for a similar or identical request does not guarantee approval again.
I also understand that funding decisions made by STAC are final and proposals will not be reconsidered after a decision is made.
 - I agree
- I understand that if my organization fails to adhere to the STAC Funding Guidelines, any awarded funding may be revoked or my organization may be ineligible for future funding. I also understand that if STAC funds have already been spent when a significant infraction occurs, my organization may be responsible to reimburse STAC for any funds used.
 - I agree
- By signing below, I agree to the STAC Funding Guidelines and the statements written above. Please enter your first and last name.
- Please enter your NAU email address (e.g., first.last@nau.edu or abc123@nau.edu).
- If there are questions regarding this proposal, both the proposal submitter and the event coordinator will be contacted via email to request additional information.
- Today’s Date (mm/dd/yyyy)

Contact Information

Please provide contact information for your organization, event coordinator, and approver(s).

- Name of Student Club/Organization, Campus Department or Academic College
 - This should be the primary group responsible for planning the event. The named group must be the one who will sign the funding contract, if funding is approved.
 - Please only list one organization name and write out any acronyms in full.
- Event Coordinator
 - The named individual must be the one who will sign the funding contract, if funding is approved.
 - If there are questions regarding this proposal, both the proposal submitter and the event coordinator will be contacted via email to request additional information.

- Name
 - Phone Number
 - Email (NAU Email)
- Club/Org Advisor, Director of Department, or Chair of Academic College:
 - If you are a club/student org, enter your advisor's information.
 - If you are a campus department, enter your Director's information.
 - If you are an academic college, enter your Chair's information.

You must upload email approval of the event from the individual listed. You will upload this approval on the next page of this submission.

 - Name
 - NAU Phone Number
 - NAU Email
- Club/Org Advisor, VP/AVP of Department, or Dean/Associate Dean of Academic College
 - If you are a club/student org, enter your advisor's information again.
 - If you are a campus department, enter your VP's or AVP's information.
 - If you are an academic college, enter your Dean's or Associate Dean's information.

You must upload email approval of the event from the individual listed. You will upload this approval on the next page of this submission.

 - Name
 - NAU Phone Number
 - NAU Email

General Event Information

- Please tell us about your event!
 - Event Name
 - Event Date (mm/dd/yyyy)
 - Multiple Event Dates? (Enter Yes or No)
 - Start Time
 - End Time
 - Location
- [If YES to Multiple Event Dates] If your event takes place over multiple days, please list each event date and the start & end times for each date.
(example: Monday 9/15/2025 12pm-3pm, Wednesday 9/17/2025 2pm-4pm)
- Please upload email approval for this event.
 - Clubs and Student Orgs need approval from their Advisor.
 - Campus Departments need approval from their Director AND AVP/VP.
 - Academic Colleges need approval from their Chair AND Associate Dean/Dean.

All email approvals must be submitted as a PDF containing ALL emails in the approval thread. The email thread must include the following details: Event Name, Event Date & Time, Event Location, Brief Summary of Contents.

 - Screenshots of emails will NOT be accepted and must be resubmitted as a PDF (in email: click Print, then Save as PDF).
 - 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).
 - Proposals submitted without approval from the proper authority will be denied.
 - Upload file.

- Are you or your group receiving academic credit for organizing this event? For example, is this event part of a capstone project, group project, class assignment, or other academic project?
 - Yes, I and/or my group will receive academic credit for organizing this event.
 - No, we will NOT receive academic credit for organizing this event.
- [If YES to previous question]
Please elaborate on what kind of academic project this event is a part of and the academic credit you will be receiving.
- Have you already reserved your location & date?
 - Yes
 - No
- [If NO to previous question]
If you have not reserved your location & date, what is your backup options and/or backup dates?
- Attendance
 - Expected Attendance
 - Past Attendance
- How do you plan to achieve this expected attendance goal?
- Who can attend this event?
(Select all that apply)
 - NAU Students
 - NAU Faculty & Staff
 - Public (including Alumni and family/friends)
 - Unsure / still being decided
- [If Public or Unsure are selected in previous question]
If your event is open to the public and involves STAC-funded catering for public consumption, your event must require paid tickets for the public.
Ticket prices should be a comparable price to the price of catering per individual. These ticket sales will reimburse the student fees used on the public, so that more student events can be funded.
All ticketing must be organized through the NAU Central Ticketing Office (nau.edu/cto).
 - I agree
- Will the event be ticketed?
 - Yes
 - Unsure
 - No
- [If YES or UNSURE to previous question]
 - Anticipated Ticket Prices
 - NAU Students
 - NAU Faculty/Staff
 - Public
 - Please explain why the event is ticketed and what ticket sale proceeds will be used for.
- For student groups - have you submitted a True Blue Connects form yet for this event?
- Please note: you must submit a True Blue Connects form before your proposal will be considered. Please select STAC Funding when asked about funding sources to ensure we are notified of your event submission.

- Yes
 - No, but I will submit one ASAP!
 - Not a student organization
- For departments and colleges – have you submitted a Campus Event Form yet?
 - Please note: you must submit a Campus Event Form before your proposal will be considered.
 - Yes
 - No, but I will submit one ASAP!
 - Not a department or college

Event Description

Please provide the following information regarding your event. Please be AS DESCRIPTIVE AS POSSIBLE!

(150 character minimum for each question)

- Description of Event
 - (Include: overview, included activities, any vendors, include itinerary if available, especially if there is significant set up or clean up required, etc.)
 - 150 character minimum
- Purpose of Event
 - (Consider: What is this event intended to do? Does it address a certain problem? Does it serve a specific need or want of NAU students? Why do you want to host this event specifically?)
 - 150 character minimum
- Benefit to Students
 - (Such as: intellectual, social, cultural/spiritual, emotional, environmental, financial/occupational, physical, etc. How does this event serve NAU students? What would students gain from attending this event?)
 - 150 character minimum
- History and Inspiration for Event
 - (Consider: Has this event happened in the past at NAU? Does it happen annually or every semester? How did those previous iterations of this event go? What gave you the idea for this event? What makes you want to host an event like this one at NAU? Is this directly inspired by another event? Does it bring an event idea from another group or college to NAU?)
 - 150 character minimum

Marketing/Promotion

STAC has a minimum marketing plan required for ALL STAC-funded events. Please review and agree to the following marketing requirements and expectations.

You must submit at least one marketing design draft with your proposal. For more information regarding what to include in a marketing design and what STAC's minimum marketing plan for funded events requires, please review the STAC Funding Guidelines under Required Minimum Marketing Plan (pages 13-16). The STAC Funding Guidelines are available on the STAC website (nau.edu/stac) under "STAC Bylaws".

We recommend creating the following versions of your design: poster (8.5x11"), social square / social vertical (1080x1080px / 1080x1350px), and digital slide (1920x1080px).

- Please upload any drafts of marketing content, including visual graphics for posters/flyers/social media, text for email/group chats, etc. You can upload up to three files in this proposal form. If you have any additional designs to submit, please email them to STAC at STAC@nau.edu.
 - Upload File (1 of 3 - recommended: poster 8.5x11")
 - Upload File (2 of 3 - recommended: social square 1080x1080px / social vertical 1080x1350px)
 - Upload File (3 of 3 - recommended: digital slide 1920x1080px)
- If your organization has a specific person who manages marketing and/or is creating the marketing designs for your event, please list their information here.
 - The person listed will be added to emails regarding marketing design edits/feedback/approval.
 - Name
 - NAU Email Address
- Upon submitting a proposal:
 - Send all marketing content to STAC@nau.edu for approval, BEFORE distribution of marketing. All marketing content must be approved by STAC and SASI before they can be distributed, in print or digitally.
 - Be sure to respond promptly when STAC contacts you with feedback on any designs and make any adjustments necessary for approval.
 - I agree
- At least 2 weeks prior to your event:
 - Post a social media-friendly version (social square 1080x1080px / social vertical 1080x1350px) of the event poster onto your group's social media page (e.g. Instagram, Facebook, X) at least once to your feed and once to your story.
 - Please add [@nau_stac](#) as a collaborator on Instagram posts so they can be shared to STAC's account as well. Please tag [@nau_stac](#) on Instagram story posts so they can be shared to STAC's stories, as well.
 - QR codes should not be used on social media posts, as they cannot be scanned consistently on-screen by all viewers. Utilize the links option in your Instagram bio/profile and/or add a hyperlink on other platforms like Facebook. [Linktree](#) and [Carrrd](#) are useful options to provide multiple links on one page that can be linked in a social media profile.
 - Groups MUST review the [NAU Social Media Guidebook](#) when posting on social media.
 - STAC reserves the right to ask for proof that this post(s) have been made.
 - I agree
- Please provide your organization's social media links/usernames.

If you do not have an account for a specified site, please enter N/A in that text field.

 - Instagram (@username or <https://www.instagram.com/username/>)
 - Facebook (<https://www.facebook.com/pagename/>)
 - X (@username or <https://x.com/username/>)
 - Other (please specify site and username/link)
 - Other (please specify site and username/link)
 - Other (please specify site and username/link)
- In the 2 weeks leading up to your event:
 - Participate in at least 2 tabling sessions (each session 1 hour long) to talk to students and

promote your event.

- Commonly done in the University Union or du Bois South Union.

- Student clubs/orgs can request a "vendor space" through an event request in [True Blue Connects](#).

- Departments and colleges can request a "vendor space" through the [Campus Event Information form](#) available through Unions & Activities.

- STAC can provide printed "handbills" (small 1/4-sheet flyers) for your organization to pass out to students. Please request these in advance by emailing STAC@nau.edu.

☐ I agree

- STAC will assist with the following:

- Display marketing on digital signage screens across NAU campus.

- Put up at least 25 8.5x11" posters across campus buildings with building manager approval.

☐ I agree

- Do you plan to do any additional marketing for this event, other than the minimum plan required by STAC?

☐ Yes

☐ No

☐ Unsure

- Please elaborate on any additional marketing plans. Please include timelines for these plans.

If you do not plan to do additional marketing, please explain why additional marketing is not needed for your event.

- The costs of the minimum required marketing plan will be covered by STAC. Any desired additional marketing efforts and associated costs must be included in your proposal and budget spreadsheet.

☐ I agree

Anticipated Expenses

Please answer the following questions regarding the costs and expenses of your event.

- Please upload your completed STAC Proposal Budget Spreadsheet as a spreadsheet file (.xls or .xlsx file types).
 - Please download and use the template provided on STAC's website (nau.edu/stac) under "Required for your proposal". If you do not provide a completed spreadsheet, your proposal will be denied and you will need to resubmit.

☐ Upload file.

- Total Cost of Event

- (Total dollar amount of all costs of event, even those not requested to be funded by STAC)

- Non-STAC Funding Sources

- Please enter the total dollar amounts your organization is utilizing from each non-STAC funding source. Enter 0 or N/A for any non-applicable funding source.

- For "Other Funding", please also specify the source of funding in addition to the dollar amount.

☐ Contributions from Fundraising

☐ Departmental/College Budget

☐ ASNAU Funding

- Sodexo Programming Funds
 - Other Funding
 - TOTAL OF LISTED FUNDING
- Total STAC Funding Request
 - (\$ = Total Cost of Event - any non-STAC funding)
- Has your organization attempted to secure other sources of funding for this event?
 - Yes
 - No
- Please explain your attempts to secure additional funding.
If you have not attempted to secure additional funding, please explain why additional funding is not needed for your event and/or why attempts have not been made to secure additional funding.
- Has STAC provided funding to your organization in the past?
 - Yes
 - No
- [If YES to previous question]
Which of your organization's events or activities have been funded by STAC in the past?
- (Please list the event name and date of any applicable events)
- How did you hear about STAC?
- Is there anything else we should know about your proposal?

Conclusion

Thank you for taking the time to submit a STAC funding proposal. If you have any questions, please contact STAC via email at STAC@nau.edu.

If you have any supplemental documents to send to STAC, please forward those to STAC's email with your organization's name and event name in the subject line.

- By signing below, I attest that the submitted information and documents are accurate and truthful.
 - Please enter your first and last name.
- Today's Date (mm/dd/yyyy)