

STAC Funding Proposal Walkthrough

This document will walk you through the process of submitting a STAC funding proposal.



Table of Contents

Important Information to Consider	_____	2
Finding the Proposal Form	_____	3
Starting your Proposal	_____	4
Contact Information	_____	5
Event Basic Information	_____	6
Event Description	_____	8
Marketing and Promotion Plan	_____	9
Budget and Expenses	_____	10
Budget Spreadsheet	_____	11
After Submitting your Proposal	_____	14

Important Information to Consider

All STAC-funded events must:

- Be open to ALL students.
- Take place on NAU's Flagstaff campus or be virtual.
- Appeal to a wide range of student interests/areas of study.
- Use card readers to gather attendance information - STAC will provide this service.

Proposal Submission Information

- Proposals are reviewed during STAC meetings in the order they are received.
 - STAC meetings are currently held once a week during Fall/Spring semesters. Council does not meet in Summer/Winter terms.
- **Proposals must be submitted at least 45 calendar days prior to the event date.**
- Proposals must include a budget breakdown spreadsheet to be considered. Proposals submitted without this spreadsheet will be denied.
- STAC cannot allocate funds for charitable organizations, gifts, awards, or contest prizes.
- Funded items or activities must be available for ALL attendees.
- STAC does not fund items to be kept by the sponsoring organization or department. Reusable items must be returned to STAC; if a group fails to return these items to STAC, the group will be financially responsible to reimburse STAC for the original value of the item(s). If a group wants to keep reusable items from an event, STAC recommends using the group's own funding to purchase those items.
- If merchandise is requested, STAC logos MUST be used on the items.
- The MAXIMUM amount of funding for any single funding request is \$10,000.
 - If a group submits multiple proposals during the same academic year, the total funds shall not exceed \$10,000.
- If funded, funds will be dispersed through direct payment of expenses or through reimbursement to the student organization or department.
- Requests can be funded fully, partially, or denied.

Finding the Proposal Form

- To start, navigate to nau.edu/stac. Read through the webpage for important information regarding the STAC proposal process and guidelines.



[IN](#) > [Dean of Students](#) > [Student Activities Council](#)

Student Activities Council

The Northern Arizona University Student Activities Council (STAC) provides financial support for events that enhance and enrich students' lives on the Flagstaff mountain campus. Any department or registered student organization can seek funding through STAC.

Proposals must be submitted at least 45 calendar days prior to the event date.

All STAC-funded events must:

- Be open to ALL students
- Take place on NAU's Flagstaff campus or be virtual
- Appeal to a wide range of student interests/areas of study
- Use card scanners to gather information about student attendees – STAC will provide

Contact STAC

✉ STAC@nau.edu

☎ 928-523-4269

- A completed budget spreadsheet must be submitted alongside your proposal. You can download the template on this webpage (under “Required for your proposal” under “Proposal submission information”) by clicking the hyperlink. See [Budget Spreadsheet](#) for more information on this document.

Proposal submission information

Required for your proposal



All proposals must include a completed budget breakdown spreadsheet. Proposals submitted without a completed budget sheet will be denied. Please be sure to download and fill out the spreadsheet template BEFORE you start your proposal submission.

[Download STAC proposal budget breakdown spreadsheet](#)

- Locate the “Submit your proposal today!” button at the bottom of the webpage. Click the button to be taken to the Qualtrics form to submit your proposal.

Funding application

Proposals will be reviewed in the order they are received. If you have questions regarding your proposal please contact STAC@nau.edu or [928-523-4269](tel:928-523-4269)

Proposals must be submitted at least 45 calendar days prior to the event date.

Submit your proposal today!

Starting your Proposal

- Read through the information at the start of the proposal form. Underneath the written information, enter your name to agree to STAC’s proposal and funding guidelines.



The screenshot shows the top portion of a proposal form. At the top center is the Northern Arizona University logo, with 'NAU' in large white letters, 'NORTHERN ARIZONA' in smaller yellow letters, and 'UNIVERSITY' in white below. Below the logo, there is a paragraph of text: 'The Northern Arizona University Student Activities Council (STAC) provides financial support for events that enhance and enrich students' lives on the Flagstaff campus.' This is followed by another paragraph: 'To submit a request for STAC funding, read the following instructions and complete the form. For questions regarding your proposal, please email STAC@nau.edu or call 928-523-4269.' Below that is a third paragraph: 'For a complete list of STAC funding policies, please visit the STAC website at nau.edu/stac.' A horizontal line separates this from the final section, which is titled 'All STAC-funded events must:' and contains a bulleted list of three requirements: 'Be open to ALL students.', 'Take place on NAU's Flagstaff campus or be virtual.', and 'Appeal to a wide range of student interests/areas of study.'

By signing here, I understand and agree to the above proposal requirements.
Please enter your first and last name.

Contact Information

- Provide contact information for your organization, club, or department. This should reflect the organization that is responsible for planning the event.
 - The Event Coordinator should be the main point of contact for planning the event. This individual will be the one contacted about the proposal submission. Please list an NAU email address and current phone number.
 - Student organizations must list their organization advisor. Please list BOTH an NAU phone number and NAU email address.
 - If your event is funded, the event coordinator and advisor must BOTH meet with STAC to discuss funding and sign a funding contract.

Please provide contact information for your organization, event coordinator, and advisor.

Name of Organization/Club/Department

Event Coordinator

Name

Phone

Email

Advisor

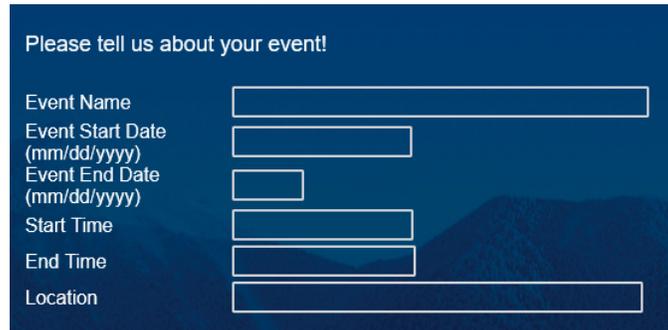
Name

Phone

Email

Event Basic Information

- Provide the name, date(s), time, and location of your event.



Please tell us about your event!

Event Name

Event Start Date (mm/dd/yyyy)

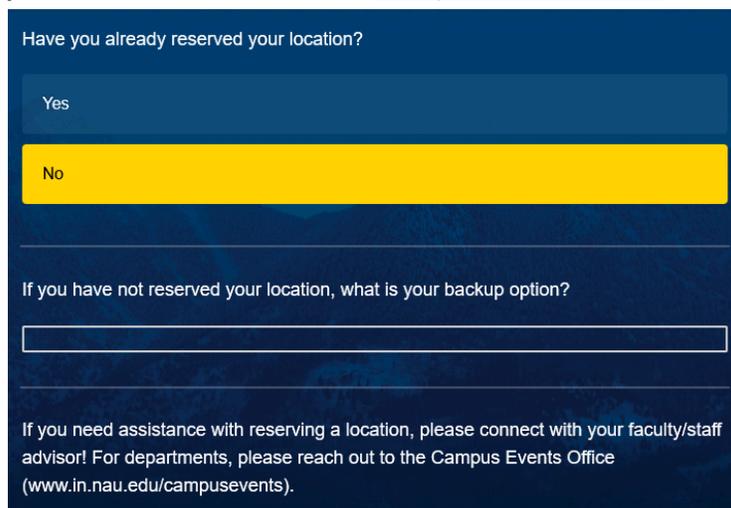
Event End Date (mm/dd/yyyy)

Start Time

End Time

Location

- Answer if you have already reserved your event location. If you have not reserved and confirmed your location, please list your backup option for the venue.
 - If you need assistance with reserving a location for your event, please connect with your club advisor and/or the [Campus Events Office](#).



Have you already reserved your location?

Yes

No

If you have not reserved your location, what is your backup option?

If you need assistance with reserving a location, please connect with your faculty/staff advisor! For departments, please reach out to the Campus Events Office (www.in.nau.edu/campusevents).

- Provide information regarding your event's expected attendance, past attendance, and ticketing.
 - If your event will be ticketed, please provide the price of tickets for students and the public (if applicable).
 - You must also provide an explanation for why the event is ticketed and what ticket sale proceeds will be used for.

Attendance

Expected Attendance

Past Attendance

Will the event be ticketed?

Yes

Unsure

No

Anticipated Ticket Prices

Students

Public

Please explain why the event is ticketed and what ticket sale proceeds will be used for.

- Answer the questions regarding advisor approval (for student organizations) and submitting an event form through True Blue Connects (for student organizations) or through the Campus Events website (for departments).
 - Student organizations must have advisor approval for events. Your advisor may be contacted to confirm their approval.

For student groups - has this event been approved by your advisor?

Yes

No

Not a student organization

- A True Blue Connects form or an Event Information form must be submitted for events requesting STAC funding. Be sure to indicate in your form that you are seeking STAC funding. If the appropriate form for your organization is not submitted, there may be a delay in processing your proposal.

For student groups - have you submitted a True Blue Connects form yet for this event?

Yes

No, but I will submit one ASAP!

Not a student organization

For departments - have you submitted a Campus Events Event Information Form yet for this event?

Yes

No, but I will submit one ASAP!

Not a department

Be sure to submit a True Blue Connects form or an Event Information Form in addition to submitting a STAC proposal. Not submitting the appropriate form may delay the review process of your STAC proposal.

Event Description

- Provide information regarding the description of your event, the purpose of the event, the benefit to students, and the history/inspiration for the event. **PLEASE BE AS DESCRIPTIVE AS POSSIBLE.** Vague and/or brief descriptions make it harder for us to approve your proposal!
 - **Description of Event (Overview):** this should include the overall concept of the event, especially what the event is going to include (itinerary and/or a list of activities).
 - **Purpose of Event:** this should include what and who the event is for. Please provide a description of WHY you want to host this event, as well.
 - **Benefit to Students:** how is this event going to enrich the lives of students on campus? Will this event involve any of the NAU LiveWell aspects? Provide a description of why this event will be beneficial for students to attend/participate in.
 - **History and Inspiration for Event:** where did the idea for this event come from? Has this event been an annual event in the past? Is this a brand new event that was inspired by something particular? Tell us what makes this event important to you.

Please provide the following information regarding your event.

Description of Event (Overview)

Purpose of Event

Benefit to Students

History and Inspiration for Event

Marketing and Promotion Plan

- Provide details on your plan for marketing and promotion for the event. *These efforts are your responsibility to complete - don't list anything you don't actually plan to pursue.* **INCLUDE ANTICIPATED TIMELINES FOR THESE PLANS. If you do not have known timelines for these promotional plans, write "TIMELINE TBD".** Please note: the STAC logo must be present on all promotional materials for a STAC-funded event.
 - **Electronic Communication:** do you plan to post about this event on a social media account? What accounts/platforms would you post it on? Or maybe send out emails through a listserv? Which listservs would you send it to?
 - **Print/Traditional Advertising:** will you be putting up any posters? Which buildings will you put them up in?
 - **Word-of-Mouth Marketing, Tabling:** who will be promoting your event to others? Will your club members talk about the event during their classes? Do you plan to reserve a vendor table to promote your event and pass out flyers?
 - **Additional Efforts:** list any other efforts your group is planning to do to promote the event. Some examples include setting up connections with the Honors College for Explorations, the College of Business for FCB Pathways, or specific departments for extra credit in classes.

Marketing and Promotion Plan

Please provide details on your marketing and promotion plans. Please include any known timelines for the following details.

Electronic Communication (e.g. social media, email, etc.)

Print/Traditional Advertising (e.g. posters/flyers in campus buildings, etc.)

Word-of-Mouth Marketing, Tabling

Additional Efforts (e.g. Honors Explorations, FCB Pathways, extra credit, etc.)

Budget and Expenses

- This section asks about your event’s budget, expenses, and funding sources.
- Upload your COMPLETED budget spreadsheet, using the template that can be downloaded from the STAC website at nau.edu/stac (under “Required for your proposal” under “Proposal submission information”).
 - If you do not submit a budget spreadsheet, your proposal will be denied and you will need to resubmit your proposal.
 - If you cannot upload the spreadsheet in .xlsx format, you can upload a PDF or a LEGIBLE photo of a printed copy.

Please upload your completed STAC Proposal Budget Breakdown spreadsheet. You can download the template at nau.edu/stac. If you do not provide a completed spreadsheet, your proposal will be denied and you will need to resubmit.

Drop files or click here to upload

Budget Spreadsheet

- A completed budget spreadsheet must be submitted alongside your proposal. You can download the template on this webpage (under “Required for your proposal” under “Proposal submission information”) by clicking the hyperlink.

Proposal submission information

Required for your proposal

All proposals must include a completed budget breakdown spreadsheet. Proposals submitted without a completed budget sheet will be denied. Please be sure to download and fill out the spreadsheet template BEFORE you start your proposal submission.

[Download STAC proposal budget breakdown spreadsheet](#)

- The budget spreadsheet is an Excel spreadsheet, with sections at the top for:
 - **Group Name:** the name of your organization that is applying for STAC funds.
 - **Event Name:** the name of the event that you are requesting STAC funds for.
 - **Event Date:** the date of your event.
 - **Total Request Amount:** this box contains a formula which automatically calculates the amount you are requesting by adding up the “Total Cost” column. You do not need to do anything to this box - leave it as is.

STAC Proposal Budget Breakdown	
Group Name:	
Event Name:	
Event Date:	
Total Request Amount:	\$

- The remainder of the spreadsheet is intended for your expense information. Each expense should be one row in the spreadsheet, organized according to the categories in the left column.
 - **Marketing and Promotion:** this should include any expenses for marketing materials such as printing posters, ordering stickers, etc.
 - **Speaker(s) and Performer(s):** this includes any person or group that is to be compensated for their performance/service at the event. Please note: NAU employees (even student workers) cannot be paid as a vendor for services provided, as they are already being paid by the university.
 - **Facility:** this should include any venue rental fees, equipment rental fees, staffing charges, etc.

- **Catering by NAU:** catering for events on campus can ONLY be provided by NAU Catering Services by Sodexo. To set up catering for your event, please visit NAU Catering's online ordering website at <https://northernarizona.catertrax.com/>. If you have already started an order, please include the order number in the spreadsheet.
- **Other Expenses:** this is a catch-all category for items that do not fit into the above categories, such as decorations.
- Each expense should list the following information:
 - **Item/Service:** What is the item/service being requested?
 - **Description:** Provide a bit more detail on the item/service.
 - **Purpose:** What is the item/service going to be used for?
 - **Link/Source:** Where can this item/service be found? Online or in-store?
 - **Price per item:** What is the cost per individual item/service?
 - **Quantity:** How many of the item/service are being requested?
 - **Total Cost:** What is the total cost for the item/service? INCLUDE TAXES AND SHIPPING WHEN POSSIBLE.
 - **Notes:** Any additional information we should know about this item/expense.

Category	Item/Service	Description	Purpose	Link / Source	Price per item	Quantity	Total Cost	Notes
EXAMPLE	Balloons	100pk assorted rainbow balloons	Balloon Arch at entrance of event	Balloons-Assorted-Birthday-Decoration-Accessory/dp/B07MKwX5TX/	\$ 11.99	1	\$ 11.99	Plus taxes + shipping
Marketing and Promotion								
Speaker(s) and Performer(s)								
Facility								
Catering by NAU INCLUDE ORDER NUMBER(S)								
Other Expenses								

- **Be sure to SAVE your spreadsheet in an easy-to-find location on your computer or device. You will need to upload this COMPLETED spreadsheet to your proposal.**

- **Total Cost of Event:** this should include ALL expenses for the event, including expenses that you are NOT requesting STAC funding for.

Total Cost of Event

- **Non-STAC Funding Sources:** list all amounts of funding that you have acquired for your event, including:
 - Contributions from Fundraising
 - Departmental Fundraising
 - ASNAU Funding
 - Sodexo Programming Funds
 - Other Funding
 - Other Sources TOTAL (the sum of all non-STAC funding sources)

Non-STAC Funding Sources

Contributions from Fundraising	<input type="text"/>
Departmental Fundraising	<input type="text"/>
ASNAU Funding	<input type="text"/>
Sodexo Programming Funds	<input type="text"/>
Other Funding	<input type="text"/>
Other Sources TOTAL	<input type="text"/>

- **Total STAC Funding Request:** this is the TOTAL amount that you are REQUESTING FROM STAC. Please note: a single organization can only request up to \$10,000 per academic year. This can all be used towards a single event, but we cannot grant funds over \$10,000 per organization.

Total STAC Funding Request

- Answer if you have attempted to secure funding from sources OTHER than STAC. If you have, please list the attempts you have made, even if no funding was received. This should mostly line up with your response to Non-STAC Funding Sources.

Has your organization or department attempted to secure other sources of funding for this event?

Yes

No

Please explain your attempts to secure additional funding.

- Answer if STAC has provided funding to your organization in the past. If so, answer if STAC has provided funding for this specific event in the past.

Has STAC provided funding to your organization in the past?

Yes

No

Has STAC provided funding for this event in the past?

Yes

No

- Let us know how you heard about STAC!

How did you hear about STAC?

Student Involvement Fair

President/Treasurer Training

Members of my student organization

Members of another student organization

Faculty/Staff

Other

- ***Clicking on the arrow button on this page will submit your proposal! You should receive an email that your proposal was submitted.***

After Submitting your Proposal

- All STAC proposals are reviewed in the order they are submitted during the next scheduled meeting. STAC meets once weekly during the Fall and Spring semesters. STAC does NOT meet during the Winter or Summer terms.
- The listed Event Coordinator and Advisor will be contacted via email regarding your proposal, sometimes including requests for more information about your event. Funding decisions will be sent out via email to the Event Coordinator and Advisor.

- If your proposal is approved, you will need to meet with the STAC Chair and Advisor to discuss your budget and to sign a funding contract.
- If funded, funds will be dispersed through direct payment of expenses or through reimbursement to the organization. If STAC cannot pay directly, STAC can provide a speedchart for reconciliation of approved expenses made on a university PCard. Specific details of payment will be discussed during your meeting with STAC.