



# AIGA Minnesota Program Improvement Grant

## Grant Application Form

### Introduction

Using this standard application form allows the Programming Council to easily and fairly compare competing proposals (*i.e.* apples-to-apples). Proposal applications that do not conform to this format will not be considered for funding. Keep in mind that you will have an opportunity to make a brief in-person presentation of your proposal in front of the Programming Council—that will be the appropriate time to present any images or to answer any in-depth questions.

Before beginning the application process, please be sure to read the important information regarding the Program Improvement Grant:

### **Mission**

The AIGA Minnesota Program Improvement Grant (“PIG”) exists to fund targeted and trackable long-term investments in the improvement and expansion of existing chapter programming and the creation of new chapter programming.

### **Objectives**

The PIG receives its funding from the profits of prior years’ programming activities. Allocating these funds to the PIG protects these chapter assets and ensures they are carefully reinvested directly into the improvement or expansion of future programming for the benefit of the membership.

The PIG encourages existing chapter entities to:

- Take advantage of new chapter opportunities
- Enhance and expand existing programming efforts
- Experiment with new ways of delivering benefits to members
- Reach new audiences
- Provide more value to members

### **“Regular or expected”**

An important aspect of the PIG is that it exists to fund new programs or improvements to existing programs; it is not available to fund programs or elements of programs that are or have become regular or expected. Once a project initially funded by the PIG has become regular or expected, it is no longer eligible to receive PIG funding and must, at that point, be financially solvent through the use of other resources (registration fees or sponsorship, for instance) in order to continue. It is the responsibility of the Programming Council to ultimately determine, on a case-by-case basis, what is to be considered “regular or expected.”

### **Examples**

To provide clarity to the PIG’s eligibility requirements, and to give potential applicants ideas on how to make the case for their proposal, we are supplying the following hypothetical examples.

### *Example 1*

The Chairs of Design Camp have determined that, to improve the program, another speaker should be added to the lineup.

- They can seek PIG funding to pay for the speaker's costs as a "test run" for a few years under the qualification that they're using the grant to improve and expand programming for an existing audience.
- However, if the additional speaker is proven a success through trackable evidence, it will eventually become a "regular and expected" operational expense of the program and, thus, no longer eligible for PIG funding.

### *Example 2*

The Director of Affinity Programming has determined that an opportunity exists for the chapter to grow its membership by providing programming specifically to local Widget designers. To do so, the new Associate Director of Widget Designers wishes to produce a Widget Lecture Series for the following year.

- The AD can seek PIG funding to fund startup costs of the new programming under the qualification that they're using the grant to build new programming to reach a new audience that shows promise of growing AIGA's membership.
- However, once the community and program are established, the Widget Lecture Series will be considered "regular and expected" programming and will no longer be eligible for PIG funding.

### *Example 3*

The Chairs of Design Show want to purchase new display systems to showcase the program's winning entries. They intend for the new displays to have a useful life for the next 8 years.

- They can seek PIG funding to pay for the purchase of the displays under the qualification that they're using the grant to make a capital investment to improve a specific aspect of an existing program that will last for at least 4 years.

### *Example 4*

The Chairs of Portfolio 1-on-1 want to purchase fabric tote bags to be given away to attendees at this year's conference. They hope that this will increase attendance and registration revenue, as well as improve the reputation of the conference.

- This action is not eligible for PIG funding, as it is not a capital investment, does not improve a specific action of existing programming, and does not do so over the course of at least 4 years.

### *Example 5*

The Board of Directors wishes to send an additional board member to the AIGA National Leadership Retreat in order to receive training on reaching new audiences through expanded programming.

- This action is not eligible for PIG funding, as it falls under the category of "leadership investment."

**If you have questions about the application process, please contact the Vice President at [vicepresident@aigaminnesota.org](mailto:vicepresident@aigaminnesota.org).**

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Submission information

Completed application forms (Pages 3 - 5) should be submitted via email to the Vice President at [vicepresident@aigaminnesota.org](mailto:vicepresident@aigaminnesota.org). Proposals are accepted twice each year and are due on March 1 and November 1.

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Contact

Name

Committee / program

Email address

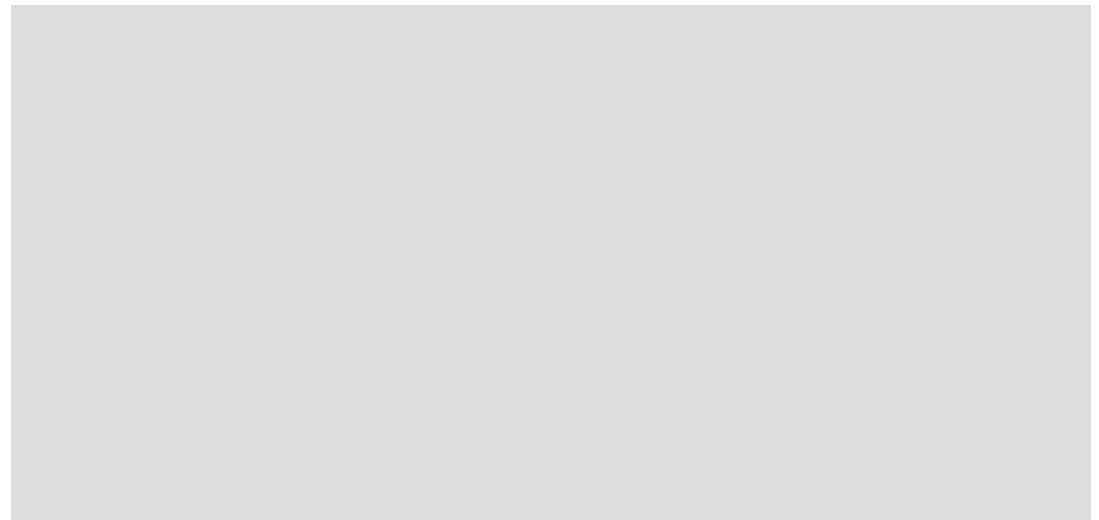
Phone number

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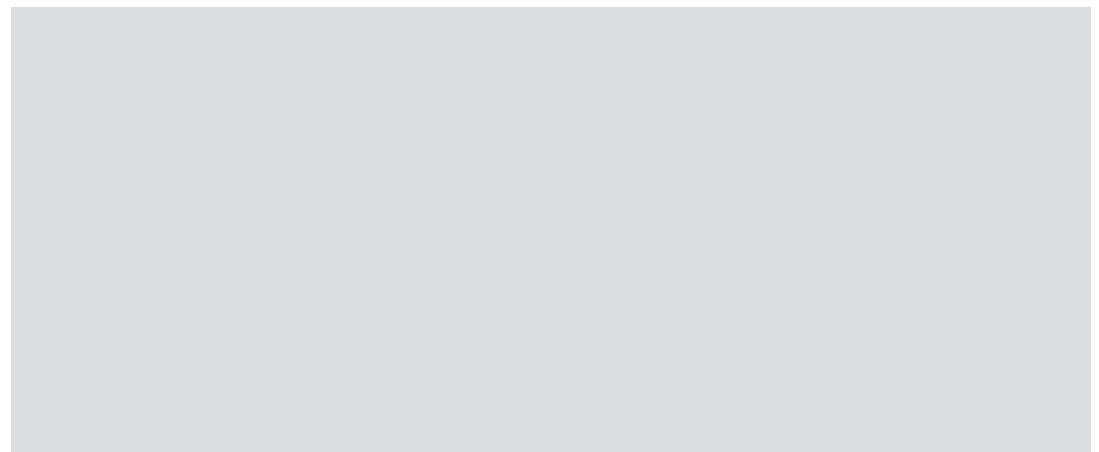
Application

Amount of desired grant \$

1. Describe what the grant funding will be used to accomplish. For instance: What program will be improved and how? Or, what new program will be developed to reach what new audience? Or, what capital investment will be made and for what benefit? 500 WORDS OR LESS



2. Explain what the funds will pay for. Put each budget item on its own line. 200 WORDS OR LESS



3. Explain the timeline for the proposed endeavor. When will the first step happen? When will our members see the final result? 200 WORDS OR LESS

4. Explain how this endeavor supports the mission and objectives of the PIG, the mission of AIGA Minnesota, and/or of the chapter Board's annual strategic priorities. 200 WORDS OR LESS

5. Explain how the results of this endeavor (*e.g.* satisfaction, engagement, impact, increased membership, and/or new sponsorship) will be tracked. How will you define and prove success? 200 WORDS OR LESS

6. If this endeavor is intended to become regular and expected, explain how it will become financially solvent through the use of other resources. In other words, explain how it can be funded in the future without another PIG grant. 200 WORDS OR LESS

7. Freestyle: Is there anything else not included above that you feel is essential for decision-makers to know about your proposed endeavor? 200 WORDS OR LESS