Bring IT On!
April 12, 2008

Internal Funding Roundtable:

- Alumni give money directly to department. Look into those accounts and what they can be used for.
- If the dean is really into diversity, you’ll find it easier to get funding.
- If your department has no money, get local corporate donations.
- Just starting – get corporate funds to go for a year. Prove yourself. Show your organization is helping the department. Then asking for internal funds will be easier.
- Let a corporation “brand” you for a year for money. Ex: Microsoft.
- Office of Diversity – let them give you a small start fund. Good place to start.
- ALWAYS thank your sponsors – internal or external. Send thank you notes.
- Contact Advisory Boards.
- Look for other people doing outreach in your university. Maybe collaborate, share funds. Cross departmental is fine.
- Write-up a one page proposal so that it’s ready for anyone who might ask for it or for any contacts that you might make in the future. Many people will ask for this, having it already written will let you get it to them quickly.
- Meet someone from industry, get them excited about your program, then ask for money. If they have no money, ask for swag.
- Even if they don’t give you money, they will likely send an employee to give a talk. This is valuable to your members to keep them engaged.
- Increase your visibility in the department and school. Invite everyone, but let people know YOU organized an event.
- Raise awareness of need for diversity programs. Use data and stats to help with this.
- Academic Alliance has funds for start up.
- AVON Hello Tomorrow Fund – one winner per week. (One of the sponsors for this Bring IT On event)
- Walmart
- Diversity Office and the Office of Women’s Affairs might give you start up money.
- Once a program is in place, who will discontinue it? Especially if it’s a visible program.
- Piggy-back on another program, then ask for your own funding.
- Watch for every little funding opportunity. Not just diversity/outreach/cs. Anything. Spin it to show how your program fits the funding requirements. Bring in the soft skill development for the participants.
- Start small and work up.
- Collaborative grant seeking to fund meetings such as Bring IT On to share ideas, then be able to leave the conference with a small fund.
• Large schools may not be diverse. If a small school has a more diverse population, it may be possible to partner with the large school for grant proposal/funding.
• Not waiting to get money before you start something proves to people that you’re passionate and that if the funding doesn’t continue your program won’t fall apart.
• Good use of limited funds – gift cards to student presenters. Without these volunteers the program wouldn’t work.
• Within the department/school, don’t just look for money, look for used goods and things you can borrow. Example: Laptops, projectors, clicker systems, etc.