

# 2014 Chapter Development Funding Program Guidelines

**Purpose:** To promote and improve the value of your chapter to your current (and future) members.

## Rules:

- Funds must be used for the purpose of *membership development*, such as attracting new members, working with local student branches, or improving the value and quality of membership of our current members.
- Events must be reasonably well-publicized such that local IEEE and/or I&M members will be aware of the event. Funds may not be used for private events.
- Within one month of the completion of your event, a report on the event, including the proposed results or metrics, must be submitted.
- The total annual program budget is currently 5000 USD. The funds are available on a first-come, first-serve basis.

## Application Package

1. Proposal detailing the purpose for the funding request using the on-line application form that can be found on the I&M Society web site (<http://ieee-ims.org/membership/chapter-activities>).
2. Detailed budget indicating total amount requested and how funds will be allocated. *If changes to the initial budget included in the application package occur, an updated and final budget must also be submitted.*
3. Expected results and why - For example, increase in membership, better membership experience for existing members, student motivation, etc, and why those results pertain to your proposed event.
4. Metrics – How will you measure the success of your event? For example, number of attendees who have never attended an I&M event in the past, number of new members who joined at your event, number of student attendees, a survey completed by the attendees, etc.
5. Preferred method to receive funds. (See “Funding Mechanisms” below for more details.)
  - Reimbursement
  - Advanced funding via the local IEEE Section
  - Advanced funding via another method

## Application Process

- Submit your proposal electronically to Sergio Rapuano, I&M Chapter Chair Liaison, at [rapuano@unisannio.it](mailto:rapuano@unisannio.it)
- All applications submitted by Chapters that do not include or that don't follow the submission of a correct and complete Chapter Report Form will be discarded.
- Requests can be submitted at any time throughout the year but must be received before Dec. 1.
- The I&M Membership Development Committee will review your proposal. A response from the Chapter Chair Liaison will be provided within **one month** of receiving the proposal.
- The Membership Development Committee reserves the right to propose changes to your proposal.
- Some types of advance fund transfers (see Funding Mechanisms, below) require at least three weeks to complete. If your event will require an advance fund transfer, please include this time period into your planning.

### **Maximum Amount of Funds for an Event**

- “Small Events” should be limited to \$500.
- “Significant Value-Added Events” should be limited to \$1000.
- “Basic Expenses” such as additional local advertising, should be limited to \$200.
- “Travel Expenses” should be limited to \$500.
- “Lodging expenses for DLs” should be limited to \$500.
- “Events with Seed Money” (as discussed below), should be limited to \$1000 for “Medium sized Events” and \$2000 for Significant Value-Added Events.

*The appropriate maximum amount to request for your event is up to the applicant. Please keep in mind, however, that inappropriate funding requests will not be considered.*

*Please consider that the listed amounts are the maximum grant achievable, not the maximum amount of allowed expenses, that are up to the applicant.*

### **Seed Money for Revenue-Generating Events**

The development of events that can partially or fully fund themselves or generate revenue is encouraged. The I&M Society can provide additional “seed” money beyond the limits given above for events that have the potential to generate revenue. Seed money is defined as money that is planned for expenditures to support an activity that will generate revenue, such that some of this revenue can be applied towards a future purpose. Such future purposes must also meet the guidelines of this program.

A proposal for this future purpose must be submitted within nine months of the completion of the original event. This proposal must include the original proposal application or a future revision.

For a request for seed funding, please propose a budget that includes the following three financial scenarios outlining expected income and expenditures:

- *optimistic* – an estimated “best case” of generated revenue and expenditures,
- *realistic* – what is realistically possible for generated revenue and expenditures, and
- *conservative* - this scenario should indicate a financial loss that is no greater than the funding guidelines listed for “Maximum Amount of Funds for an Event.”

As an example, for a “Significant Value-Added Event” that requires \$1500 in expenditures, the conservative plan should show no more than \$1000 loss, and \$500 to be generated for the future activity. If that same event generated \$1500 in revenue (i.e., the event “broke even”), then \$1500 would be available for a future activity.

### **Funding Mechanisms:**

There are several options for funding. Please indicate your preferred funding option in your proposal package.

Preferred method:

1. Reimbursement: The applicant keep receipts of his/her expenses. He/she submits them after he/she incurs the expense, or after the event is concluded. The I&M Society promptly reimburses the applicant for the expenses he/she incurs.

If the applicant is financially limited relative to the expected expenses, the I&M Society can also arrange one of the following:

2. Transfer funds to the local IEEE Section to be dispersed to the applicant. To use this option, the applicant should feel comfortable with his/her relationship with the local IEEE Section, such that the applicant trusts their accounting for him/her and their responsibility in prompt disbursement of the funds. Please supply the bank information for the local IEEE Section’s bank (obtained from the Section treasurer). This information must include the

Bank account number, SWIFT, Owner of the Account, and any other relevant identification information. The applicant's first submission does not need to include this information, but he/she will need to provide the information in adequate time to arrange the transfer of funds.

3. Transfer to a chapter-dedicated bank account. The applicant should allow plenty of time prior to when he/she needs to expend the funds (at least a month, preferably more) to ensure that the transfer has been properly arranged. Please include the relevant bank information required for the transfer.

4. If advance funding via a method other than through the local IEEE Section is checked, the applicant should plan to supply the appropriate information so that the transaction can be reviewed and arranged, if approved. Please research the cost of the requested financial transfer.

If the applicant is asking for an IEEE check, he/she should determine how easily he/she can convert it to cash, and how long it will take.

**If advance funding is required, please indicate the date you wish the advance funds to be in place. (An approximate date can be used for the application package.)**

**If you request a financial transfer in advance of your expense, you must submit a report of the actual expenses no later than one month after the event has concluded.**

If any of that advance funding was not spent, then at this point in time, either the money should be returned, or a new proposal should be generated for how the money will be spent in the future.

The I&M Society reserves the right to decline fund transfers that are considered inappropriate, such as transfers to personal accounts.

Records should be kept for all expenses. Receipts must be submitted for each expense greater than \$25. (This is required for the IEEE to keep the "non-profit" status with the U.S. government.)

#### **Funding Proposal Ideas:**

- Make a handout pamphlet to show who you are and what you do. (An I&M Chapter did this successfully - it was an impressive and personal way to interact with potential new members.)
- Provide travel expenses for a guest speaker. (Note: there is also an "I&M Society Distinguished Lecturer Program," which is separate from this process.)
- Provide partial support for local lodging and food expenses of a Distinguished Lecturer (Note: the "I&M Society Distinguished Lecturer Program," already covers the travel expenses of the DLs.)
- Organize audits, visits, internships of Chapter members within local industries (Note: all the documentation necessary to allow such activities, like memorandums of understanding, letters of intents, special insurance contracts, should be provided. Any activity that has not been previously and officially endorsed by the local industry and the Chapter management will not be considered appropriate).
- Organize a local game or contest.
- Run a workshop.
- Arrange a forum or event to help people establish professional networks.