



APPLICATION TIPS

Decisions as to whether or not an event will be funded by USG are made by the Appropriations Committee. Because the committee members are expected to exercise a degree of personal discretion and are constrained by a limited budget, it's impossible to outline a set of rules that would determine which events absolutely would or would not receive funding. That being said, by following the general guidelines outlined below, your organization can prepare an application that is more likely to be approved.

- Apply early. Applications must be submitted in the required timeframe. Additionally, as applications are reviewed on a first-come, first-served basis, it is encouraged that they be submitted as early as possible to help plan fiscally responsible and well executed events.
- Consider relative cost, rather than absolute cost. Suppose you need \$10,000 to support an event. While that might seem like a lot of money to ask for, if you expect 10,000 students to attend, at a cost to attendance ratio of 1:1, it's actually incredibly cost effective. It follows that if you only expect 100 students to attend that the application will receive substantially more scrutiny from the Appropriations Committee.
- Be substantive. The Appropriations Committee reviews hundreds of applications for events each semester. Many of these applications are for obvious things like food and T-Shirts for attendees. While these are both useful in encouraging attendance, they rarely enhance the substance of an event. Requests for unique speakers or performers, equipment rentals, etc. will enhance the substance of the event and will, therefore, be more likely to be approved.
- Make sure the event aligns with the mission of your organization. Consider whether the event make sense for your group to host. It's obviously why the Coffee Club would want to host a coffee tasting event. That being said, if you're the president of the Coffee Club and you'd like to host a seemingly unrelated event, make sure it's clear to the committee why it does, in fact, align with your mission.
- Consider the mission, goals, and design aspirations of Arizona State University. ASU's goal is to become the New American University, does your event contribute to this mission? If so, explain how.
- Consider educational aspects of the event. Is the purpose of the event purely social or will it engage attendees in an academic or developmental way?
- Make it inclusive. We've created a short guide designed to help you create an inclusive event. It's available [here](#).
- Collaborate. Whether it's with other organizations on campus or an outside group, demonstrate that your organization has taken.