

Sustainable Funding and Staffing Options

Instructions: Use the following rubric and discussion questions to determine which tactics featured in the webconference are feasible for your current institutional needs.

	My Institution Should Prioritize This Tactic	Initial Observations
Basic Needs Donor Infographic Create donor-facing collateral that demonstrates the challenges students face and shows how philanthropic support makes a difference— ideally leveraging data and student stories.	1 2 3 4 5 <i>Disagree</i> <i>Agree</i>	<i>Elements you're already doing, ways to integrate this idea into your current work, implementation hurdles, etc.</i>
Annual Fund Designation Coordinate with advancement to add basic needs support as an option for annual fund donors.	1 2 3 4 5	
Giving Day or Specialized Campaign Partner on campus-wide efforts like Giving Day or on specialized giving campaigns, such as the Senior Class Gift or Employee Fundraising Drive.	1 2 3 4 5	
Matching Campaign Leverage matching funds to maximize fundraising success of an online, time-bound campaign.	1 2 3 4 5	
Cross-Campus Team Bring together a team of existing staff, similar to a BIT or CARE team, to connect struggling students with resources or case management	1 2 3 4 5	
Dedicated Position Hire a full-time staff person for basic needs support, including case management, outreach, education, and program development.	1 2 3 4 5	
Dedicated Resource Center Bring together services to support basic needs and financial security into a formalized office for basic needs support.	1 2 3 4 5	

Additional Notes

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Discussion Questions

- 1** | Do we measure any outcomes or data? Can we leverage anonymous data to demonstrate the scope or impact of our work?

- 2** | Do we have a mechanism for collecting student feedback? If stigma is a concern, could we create an anonymous mechanism (e.g., online portal)?

- 3** | Have we considered fundraising for basic needs programs? What are key programs that would benefit from added support and compel donors to give?

- 4** | What are other potential sources of funding (e.g., grants, central funding, student fees)? Which funding sources should we focus on at this time?

- 5** | Could a team of campus staff help connect students with needed support and resources? How would this overlap with existing teams (e.g., CARE team)?