Please delete all red type prior to submission and fill in with your original information.

This Assignment should be written adhering to the guidelines of Standard English. This means that your thoughts should be well organized, logical, and unified as well as original with the viewpoint and purpose clearly established and sustained. Standard English guidelines also include the use of correct grammar, punctuation, and sentence structure. All writing should be in APA Formatting and Citation style.

Researching Funding Opportunities and Developing a Funding Plan

First/Last Name

Purdue University Global

CE370 - Unit 6 Assignment

Date

As a reminder, your Assignment should at least 3 pages, not including the Title and Reference pages.

**Part 1: Prospect Form**

***Funding Source #1:***

Provide the APA formatted citation for this source you have identified.

Briefly summarize the goals and mission for this source.

***Funding Source #2:***

Provide the APA formatted citation for this source you have identified.

Briefly summarize the goals and mission for this source.

***Selected Funding Source:***

Describe which source is a better fit for your early childhood program and include detailed information to support your response.

Complete the table below to provide the contact information for the funding option you have selected.

|  |  |
| --- | --- |
| **Name of Funding Source** |  |
| **Contact person** |  |
| **Address/Phone** |  |
| **Web address** |  |
| **Trustees** |  |
| **Notes: Include interest areas, geographical restrictions, grant amounts, application guidelines, letter or proposal required, etc.** |  |

**Part 2: Funding Plan**

|  |  |
| --- | --- |
| **Description of organization that is being funded** | Briefly describe your organization that you are funding. |
| **Donor Groups** | |
| **Donor Group #1** | Identify a donor group that appeals to you to meet the needs of your funding plan. |
| **Donor Group #2** | Identify another donor group that appeals to you to meet the needs of your funding plan. |
| **Fundraising Initiatives** | |
| **Fundraising Initiative #1** | List and briefly explain a fundraising initiatives, providing the following information: how much money you plan to generate with this initiative, what you plan to fund with this initiative, and when will this event be held. |
| **Fundraising Initiative #2** | List and briefly explain a fundraising initiatives, providing the following information: how much money you plan to generate with this initiative, what you plan to fund with this initiative, and when will this event be held. |
| **Fundraising Initiative #3** | List and briefly explain a fundraising initiatives, providing the following information: how much money you plan to generate with this initiative, what you plan to fund with this initiative, and when will this event be held. |

**Part 3: Donation Request Letter**

Include a letter heading and greeting appropriate to your prospective funding source.

Start your letter with a declarative statement to introduce yourself and your role within your organization.

Then, identify your organization by name, explain what it does, and why you are asking for money.

Next, describe what the funds will be used for and the difference that the donation will make to your program.

Finally, end your letter by directly asking for the donation.

**Part 4: Marketing Plan**

|  |  |  |  |
| --- | --- | --- | --- |
| **Month** | **Marketing Activity** | **Responsible Party** | **Action Needed** |
| **Fall** | Describe the marketing activity event and how it is seasonally related to the enrollment needs of your organization. | Identify the party responsible for organizing the marketing activity. | Break down the role that the responsible party will play in the marketing activity. |
| **Winter** | Describe the marketing activity event and how it is seasonally related to the enrollment needs of your organization. | Identify the party responsible for organizing the marketing activity. | Break down the role that the responsible party will play in the marketing activity. |
| **Spring** | Describe the marketing activity event and how it is seasonally related to the enrollment needs of your organization. | Identify the party responsible for organizing the marketing activity. | Break down the role that the responsible party will play in the marketing activity. |
| **Summer** | Describe the marketing activity event and how it is seasonally related to the enrollment needs of your organization. | Identify the party responsible for organizing the marketing activity. | Break down the role that the responsible party will play in the marketing activity. |

***Review the Assignment Rubric for more information.***

**References**

Author, A. A. (Year of publication). Title of work: Capital letter also for subtitle (Edition). Location: Publisher.

Author, A. A., Author, B. B., & Author, C. C. (Year). Title of article. Title of Periodical, volume number(issue number), pages.

***Please include at least two full references in APA format.***