



## Earmarked Appropriations

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## The Basics

- Money carved out of another entity's budget and allocated to institution by name without the requirement of competing for it in the traditional manner
- Does not necessarily avoid the hassle of completing a grant application
- Must typically be managed in accordance with all the funder's normal requirements
- Often considered "pork" – i.e. negative perceptions or publicity from other stakeholders
- May be common or rare, depending on the funder (e.g. private foundation, corporate donor, feds, state or local governments)

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## Elements of a Successful Earmark

- A problem in your service area
- A solution you are positioned to implement
- Collaborative efforts
- Leveraging opportunities
- Where the funds are
- Access to decision-makers with adequate influence (a "champion")
- Visibility of the project

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### Service Area Problem

- You must have a need that your champion can use to justify the earmark
- You must match the need to the priorities of your champion
- You must match the need to the potential size of the earmark

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### Positioned for Solution

- Describe a clear solution to the need
- The college should be the natural leader to implement the solution
- The college should have a history of meeting expectations in the community
- Beneficial to have a public history of meeting the objectives of other grants (competitive or earmarks)

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### Collaborative Efforts

- Increases the number of persons/organizations that can advocate for the earmark and exercise their influence
- Increases the number of persons impacted by the project
- Increases publicity opportunities
- Leverages resources
- Makes the earmark easier for the champion to "sell."

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## Leveraging Opportunities

- Describe any opportunities for leveraging the earmark to secure matching funds
- Describe contributions from collaborators
- Describe “trickle down” benefits to the community from a successful project; quantify if possible

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## Where the Funds Are

- There must be funds that your champion can earmark
- Choose a program/agency that you are willing to work with; some are more difficult than others
- The project must be “right-sized” for the funds available
- Your project may compete against other earmark proposals (a different kind of competitive application)

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## Access to Decision-Makers

- Earmarks are all about relationships
- You must have access to the persons who can influence the earmark (your champion)
- There are many ways to gain access
  - Lobbyists
  - Personal political contributions
  - Foundation or college board members or friends of the college who are political contributors
  - Business leaders
  - Mutual friends

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### Access to Decision-Makers

- Who should be making the case to your champion? Answer: The person who can be successful!
  - President
  - College or Foundation board members who have a personal relationship
  - Governmental affairs liaison
  - Lobbyist
- Your champion must have confidence that your college can perform and meet the need

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### Access to Decision-Makers

- Best if your champion sits on (or can influence) an appropriations subcommittee
- Design your project to be consistent with the prospective funding source's areas of focus

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### Visibility of the Project

- Not all potential champions care about visibility, but most care about re-election or re-appointment
- Explain how visible the project and its outcomes will be
- Explain any publicity that will occur with announcement of the earmark or conclusion of the project

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