

# Funding for Academic News Partnerships

Richard Watts, Director of the Center for Community News

Draft: December 2, 2022





## University Alumni

Alumni like to give to their institution. The foundation/ development offices exist to unlock this source of funds. Meet with a development officer. They are often *centric* in the sense that they put a menu of ideas in front of donors and see where the interests are. You need to be on that list. Think of your development offices as someone to keep posted on what you are doing. Alumni like to support students, so put forward student success, send them links and clips.

There may also be alumni of your program you are in touch with already. If not reach out and include alumni in program updates. There is no better and more efficient way to raise and accept funds than through your alumni. This is a unique resource that only you have access to.

Often your institution will have endowment funds with specific gift language. If your program does not fit, the language can sometimes be adapted. In older institutions these funds are spread across the university, in different departments, and are not always fully utilized.

## Local foundations

Look up local foundations. And see who they have to and if it matches. Again your development office may have information here. But they may not know about smaller entities or

## Corporate Sources

Larger companies will usually have a giving program. ~~Some~~ there is a process to apply. Sometimes it is about finding the decision makers within the company and putting a strong story in front of them. Look at the larger companies in your area and reach out to them. There may be someone in your orbit with ~~co~~nections to the company.

# Funding Sources