

## **HBCU CAMPAIGN FUND**

*Celebrating Historically Black Colleges*



*and Universities around the United States*

HBCU Campaign Fund

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# APPLY TO PARTICIPATE IN THE SUPPORTED INSTITUTION OF THE MONTH INITIATIVE PROGRAM

**HBCU Campaign Fund** (HCF) cordially invites Historically Black Colleges and Universities (HBCUs) and Predominately Black Institutions to participate as part of its **Supported Institution of the Month Initiative Program** which is designed to bring monthly awareness for HBCU and PB institutions. This initiative program targets the areas of infrastructure, academic programs, fundraising, recruitment and enrollment, and institutional development.

The program will annually select twelve (12) partner schools, which will be supported by the HCF organization. The partner schools are exposed to the HCF audience and support system, and are given the opportunity to be featured on its social media networks (Facebook, Twitter, Instagram, WordPress, and Website).

HCF is an advocacy non-profit, which supports the significance and campaigns in raising funds for student scholarships and services at HBCU and PB institutions. HCF serves as an advocacy organization for students, alumni, HBCU and PB institutions.

HCF desires to expand its network of HBCU and PB institutions, chancellors and presidents, faculty, staff, students, alumni, and supporters. HCF also desires to gain serve college students from an empowerment and driven perspective.

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### **PROGRAM TIMELINE**

- **September 2018** – The Supported Institution of the Month application including proposals from interested HBCUs and PBIs are due.
- **October 2018** – Review of applications. Schools advancing in the process will be notified via email.

## **MISSION AND OVERVIEW**

The HCF Supported Institution of the Month Initiative Program is warmly open to all Historically Black Colleges and Universities and Predominately Black Institutions. This mission of the Supported Institution of the Month Initiative Program is designed to serve as an awareness and another venue of advertisement for the partner schools that are selected through the program. The program annually selects twelve (12) partner schools with support by the HCF organization, which are supported through the areas of infrastructure, academic programs, fundraising, recruitment and enrollment, and institutional development. The partner institutions are exposed to HCF audience and support system socially and publicly and are given the opportunity to be advocated throughout a month on HCF social media handles (Facebook, Twitter, Instagram, WordPress, and Website). During the partner schools selected month, HCF strives to bring awareness towards increasing enrollment and financial giving (**this option is available only if the school has chosen to do so through its institutional advancement or foundation office**).

The partner schools are given a partnership page on HCF's website dedicated to its designated month. The pages will include school pride photos, the institution's history, a recruitment video (if accessible), a link to the institution's website, admissions application link, and **information provided by the institutional advancement or foundation office pertaining to ways to make a donation**, and any other accessible information requested to be added by the institution. HCF will have designated hashtag for social media engagement.

The program goals for the Supported Institution of the Month Initiative Program are to assist our partner schools with enhancing their recognition, enrollment, fundraising, and scholarship funds, and to provide a social media presence via HCF's support towards the institution.

HCF asks that an official college or university representative fill out the attached application on page three. This person will serve as the Initiative point of contact.

For more understanding about the initiative and the partnership between your institution and HCF, you may review the HCF Supported Institution of the Month Initiative Program handbook or visit HCF's website at **[www.hbcucampaignfund.org/programs/supportedinstitutions/](http://www.hbcucampaignfund.org/programs/supportedinstitutions/)**. For additional questions, please contact Demetrius Johnson, Jr., Initiative Program Coordinator by email at **[djohnsonjr@hbcucampaignfund.org](mailto:djohnsonjr@hbcucampaignfund.org)**.

### HCF Supported Institutions of the Month Initiative Program Application

College/University Name*:	Founding Year*:
Mailing Address*:	
Name of current chancellor or president*:	Student population*:
Designated Month:	College/University Website*:
Institutional Advancement or Foundation Office Contact Information*:	
National Alumni Association Contact Information*:	
Please list your top three (3) largest alumni chapters*:	
<b>College or University Official Representative Information:</b> The part is for the information of official representative who is representing the college or university on its behalf that is filling out the application. Please fill out the requested information. (If selected as a 2019 Supported Institution of the Month, you will be contacted).	
Full Name*:	Current Title:
Contact Phone #:	Email Address:

(\*Required)

# Narrative Questions

**Why should your school participate as a supported institution of the month and a partner of HCF?**

**If selected, please describe your school visions and goals as a Supported Institution partner school.**

**What are some of the critical challenges and opportunities that HCF should know about your institution and how will participating as an HCF Supported Institution will benefit your institution development?**

**Please share any other information that you feel may help HCF better serve your institution during its designated month as a Supported Institution.**

# Marketing & Advertising

Does your institution have a communications or marketing team?  Yes  NO

**University Relations or Communications contact information:**

**Social Media accounts** (please provide links for Facebook, Twitter, Instagram, LinkedIn, Flickr, or others)

**Please provide and attach the current annual report from your institution to this application. We ask that you also provide the college or university logo or seal to use for promotion as well as a link to the schools' admission application. You may submit those documents via email along with a copy of this application in pdf format to Demetrius Johnson, Jr., Initiative Program Coordinator at [djohnsonjr@hbucampaignfund.org](mailto:djohnsonjr@hbucampaignfund.org).**