MAJOR FUNDRAISING PROJECT PROPOSAL FORM

Please answer each question carefully

Project description and scope, including private support dollar goal:
Unit's need being met by the project and how it fulfills the unit's mission:
Project's consistency with the University of Iowa mission and strategic priorities:
Description of alternative sources of funding explored to meet the unit needs: why they were rejected; what other funds (if any) will be used to achieve the desired objective; and why the proposed fundraising project is the best way to meet the identified need (attach fund-raising feasibility study outcomes, if applicable):
Estimate of the project's fundraising costs (by year and in total) as projected by the UI Foundation:
Identification of planned sources of funds for reimbursing UI Foundation for fundraising costs:

Desired date by which all funds expect to be raised (outright gifts, pledge commitments, and/or deferred gifts):
Proposed named-gift recognition opportunities and minimum gift levels:
Explanation of expected consequences if project is not approved:
Identification of any compelling external resources or influences that justify approval of fundraising project:
Priority ranking of this project, as determined by the dean or director, among other fundraising projects the requesting unit has in progress or anticipates launching within the next 12 months:
Required Signatures

Requesting Unit Dean or Director	*University Vice President*
Senior Vice President, Development	*Executive Vice President & Provost*

Project Approval Section	
_____	_____
President, UI Foundation	**President, The University of Iowa**