## [Program Funding Request](https://www.canva.com/design/DAGwcQZqiBQ/vUrZLU3px9CFO6hUmoCwvw/edit)

PFR Feedback Timeline:

**PFR DEADLINE: TUESDAY @ MIDNIGHT**

**PFR Decision sent by following Monday morning or earlier**

### Event Information & Description:

**Event Name:**

**Date & Time:**

**Location:**

**Name of Event Coordinator:**

**Event Description (**[**Marketing Description Guide**](https://docs.google.com/document/d/1ZAfcl6IyPUR4U6ptV4yXXjJaYPSBZoJ-QHMLbxunajw/edit?tab=t.0)**):**

**What is the primary goal of this event? How does it relate to your committee? (**[**Describing your event's purpose and goal**](https://docs.google.com/document/d/10Mqzvjo--jm1nLuPVXZOLpAnrAqrOEruY3BasI6l9zA/edit?tab=t.0)**):**

**Part of a Series? *If your event is part of a series, please fill out one PFR for the entire series, and list dates/potential dates of the series.***

**Expected Total Cost (**[**PFR Budget Spreadsheet**](https://docs.google.com/spreadsheets/d/168kG8XP_N1VzRVPlsdbUkax1Z30X1v1lFBVZAdEOSjE/edit?gid=0#gid=0)**) (Please make sure to make a copy of the spreadsheet and include the link to your copy): *$XX.XX***

**Expected Attendance:**

[**PFR Submission Form**](https://forms.gle/fhA9h5PV2jiiTgJV6)

### Collaboration Information:

[**Collaboration Document.pdf**](https://drive.google.com/file/d/1KU7olV--mSqc4Xzxod6dS-PuukOLEzfJ/view?usp=drive_link)**: Best practices for collaborations with outside groups**

| **WUD Group** |  | **Collaborator Group** |  |
| --- | --- | --- | --- |
| **Main Contact**  |  | **Main Contact** |  |
| **Contact Email** |  | **Contact Email** |  |
| **Contact Phone** |  | **Contact Phone** |  |
| **Financial Contact** |  | **Financial Contact** |  |
| **Financial Email** |  | **Financial Email** |  |
| **Marketing Contact** |  | **Marketing Contact** |  |
| **Marketing Email** |  | **Marketing Email** |  |

**Organizational Details**

* Who is responsible for specific tasks?

| (Committee Name) Tasks | (Collaborating group) Tasks  |
| --- | --- |
|  |  |
|  |  |
|  |  |

**COST BREAKDOWN:**

* Who is paying for what items?
	+ Some costs may include streaming technology, venue, ASL & CART equipment, etc.

| (Committee Name) Purchases | Cost  | (Collaborating group) Purchases  | Cost |
| --- | --- | --- | --- |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
| Total cost:  |  | Total cost:  |  |

### Marketing Plan & Strategy:

**Resources to consider when marketing your event:** [**Marketing Resources Document**](https://docs.google.com/document/d/1ZJnxR6cgibxxQ19YZ7vy0KAZjab1fKpXEoE6aMbPhbA/edit?usp=drive_link)

These are questions to consider before the event:

1. Who is your target market? How are you connecting with them?
2. What’s your plan for outreach with partners?
3. What is your plan for collecting data on what strategies were successful?
4. During the event, how will you capture video and recap content?
5. If collaborating, what is the shared vision for marketing? (Who’s creating the marketing materials, who is sharing the event, and on what platforms, tentative dates, etc.)

Marketing Plan:

| **Tactic/Item/Channel** | **Planned date of completion** | **Status** |
| --- | --- | --- |
| Union Calendar Event (\*required for every event) | Date | Not started |
|  |  | Not started |
|  |  | Not started |
|  |  | Not started |

### Post-Event Evaluation:

**TO BE COMPLETED AFTER YOUR EVENT. YOU WILL RECEIVE A REMINDER EMAIL. THIS MUST BE COMPLETED WITHIN 7 DAYS OF YOUR EVENT TAKING PLACE! WHILE YOU SHOULD BE EVALUATING ALL OF YOUR EVENTS, YOU WILL BE ASKED TO FILL OUT THE FORM FOR 2-3 EVENTS PER SEMESTER.**

**Post Event Evaluation Questionnaire: link here**

**Actual Cost**

**Actual Attendance → just have link to attendance sheet**