



# FUNDING YOUR SVA CHAPTER EXPERIENCE

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## A CHAPTER MEMBER'S GUIDE

*SECURE FINANCIAL SUPPORT TO ENHANCE YOUR CHAPTER EXPERIENCE, ATTEND NATIONAL PROGRAMS, AND MORE.*

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Understanding where and how to find funding can seem overwhelming, but with the right information and approach, you can ensure your Student Veterans of America® Chapter remains active and thriving. This guide is designed to provide clear steps and practical suggestions to help you secure the funds your Chapter may need.



# STEP 1: KNOW YOUR FUNDING OPPORTUNITIES

**1. Explore Campus Funding Sources:** Your college or university likely has several funding options specifically for student organizations like your SVA Chapter. Connect with your chapter advisor to discuss funding sources available to you and any application timelines, procedures, and policies for funding requests.

**Campus funding sources may include:**

- **The Student Government Association (SGA) or Equivalent:** The SGA is a student-led body that allocates funds to support student organizations and activities. They understand the importance of enriching campus life and often have budgets specially for events, programs, and initiatives that benefit the student body.
- **The Student Activities Office or Campus or Student Life Department:** These departments are dedicated to enhancing the overall student experience. They manage student organizations and can provide funding for events, travel, and other chapter related activities.
- **The University Foundation or Alumni Associations:** These organizations raise funds to support various university initiatives, including student organizations. They often have grant programs or funds set aside to help student groups thrive.
- **University Initiatives and Grants:** Many campuses have special grants or funds for student organizations, especially those supporting student veterans, caregivers, family members, and survivors. Check with your Veterans' Resource Center or similar departments on your campus for potential funding opportunities.

*\*PRO-TIP: If you're looking for funding support, the earlier you ask, the better! Plan ahead 8-12 months, and make sure you ask about any deadlines for funding request submissions.*

**2. Leverage Corporate or Business Sponsorships:** Partner with local businesses who may provide financial support, professional networking, and collaboration opportunities for your members. Your local Chamber of Commerce can provide you with business information in your community.

**Remember to:**

- **Align With Their Mission:** Choose businesses whose values match your chapter's mission and goals. This makes your pitch more compelling.
- **Engage Local Support:** Look for businesses that already support veterans and students and their families and caregivers.
- **Use Your Network:** Tap into veterans' networks in your community to find potential sponsors. Your advisor may be able to provide recommendations.

**3. Contact National Organizations:** Many organizations like the Veterans of Foreign War, The American Legion, and other veteran-supporting organizations offer grants to fund SVA Chapters.

**Two unique opportunities include:**

- **Student Veteran Support - VFW:** The VFW's Student Veteran Support Grant provides funding for specific student veteran events. Grants are distributed to a VFW post or department that submits the application on behalf of student veterans at their university or college.

**For more information, <https://www.vfw.org/assistance/student-veterans-support>**

- **The American Legion:** Their mission is to enhance the well-being of America's veterans their families, our military, and our communities. This organization is dedicated to supporting student veterans and may provide funding and resources to help your chapter thrive.

# STEP 2: CRAFT A TAILORED PROPOSAL

## 1. Do the Pre-Work

- **Know Your Numbers:** Be clear about how much funding you're requesting and why. Break down your costs to show exactly where the money will go and share a cost breakdown analysis.  
*\*Pro Tip: SVA has cost-estimators for many of our national programs. You can find them on our website, or connect with an SVA staff member if you need them.*
- **Research:** Understand the organization you are asking to support you. Tailor your proposal to their interests and values and make it personal by referencing what you know about them.
- **Professional Presentation:** Whether it is a letter or a PowerPoint, make sure your proposal is polished and error-free. Use templates if available and have someone review the final version. SVA offers a multitude of program-related, sample letters and PowerPoints on our website.

## 2. Make Your Proposal Stand Out

- **Executive Summary**
  - Introduction:** Briefly introduce the chapter and describe the chapter's mission. What do you do, why do you do it, and what is the benefit to your members, the campus, and community?
  - Purpose:** Clearly state the purpose of seeking the funding support or sponsorship, how much you are seeking, and how the funds will be used to support the chapter's purpose and mission.
- **Value Proposition**
  - Mutual Benefits:** Highlight how sponsorship benefits the company, the organization, or the campus.
  - Engagement Opportunities:** Are you asking for a specific amount of funding or are you offering sponsors various levels of engagement opportunities with the chapter?
- **Impact Metrics**
  - Measurable Outcomes:** Demonstrate how the sponsorship will impact the chapter, campus, and/or community. What will the result of this person's investment be?

# STEP 3: THANK YOUR PARTNERS

- **Be Sincere:** Always send a personal thank you email or handwritten note and make a call to express your gratitude.
- **Share Your Story:** After attending an event or achieving a milestone, share the story and impact report with your sponsors and SVA. This not only shows appreciation but also demonstrates the value of their support.