When school budgets lose their elasticity and cannot be stretched to fund new and ongoing programs, it’s time to seek outside funding. But the quest is not a simple one, especially for the uninitiated. In presentations to the CIBER conference, Steven Sacco and Lee Radebaugh offered needed direction. Sacco highlighted government and foundation grants; Radebaugh provided insights into endowments and gifts from private sources.

**Government foundation grants**

There are two parts to obtaining a grant, said Steven Sacco, a grant consultant to over 50 universities and high schools and whose track record of winning grants totals more than $7.5 million. To start, he said:

- Research the appropriate funding sources
- Write a killer proposal.

The US Department of Education serves up an alphabet soup of about 200 outreach activities that expand the capacity of the business community to engage in international economic activities.

Eligible activities:

- Internationalization of curricula at the junior and community college level and at the undergraduate and graduate schools of business, research for and development of specialized teaching materials appropriate to business-oriented students, establishment of student/faculty fellowships and internships, and summer institutes in international business. “Each program has its own criteria that must be followed to the letter,” said Sacco.

**Title VI programs**

**UISFL**

Undergraduate International Studies & Foreign Language. Provides funds to institutions of higher education to plan, develop and implement programs that strengthen and improve undergraduate instruction in international studies and foreign languages.

Eligible activities: Development of an interdisciplinary global studies program, development of an area studies program and its languages, creation of innovative curricula, development of internships and study abroad programs.

Contact: Christine Corey, 202-502-7629, christine.corey@ed.gov

**BIE**

Business & International Education provides funds to institutions of higher education which partner with a trade association and/or business for two purposes: to improve the academic teaching of the business curriculum and to conduct outreach activities that expand the capacity of the business community to engage in international economic activities.

Contact: Lungching Chiao, 202-502-7624, lungching.chiao@ed.gov

**Fulbright-Hays**

Provides grants to support overseas projects in training, research and curriculum development in modern foreign languages and area studies by teachers, students and faculty engaged in a common endeavor. Projects must focus on the humanities, social sciences and languages and on one or more of the following areas: Africa, Asia, Latin America, the Near East, Eastern Central Europe.

Contact: Christine Corey, 202-502-7629, christine.corey@ed.gov

**FIPSE**

Fund for the Improvement of Postsecondary Education. Offers grants in various categories:

FIPSE North American Mobility Program supports curricular projects in all three countries of the North American Free Trade Agreement. Required: two partners

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per country as well as language expertise.

- FIPSE US-Brazil Program provides four years of funding by US and Brazilian governments. Required: participation of two US and two Brazilian universities.

- FIPSE Comprehensive Program supports projects in all disciplines. “The success rate for obtaining a FIPSE Comprehensive grant is only 4 percent among applicants,” said Sacco, suggesting that this one should be way down on your list of potential funding sources.

Contact: Cassandra Courtney, 202-502-7506, Cassandra.Courtney@ed.gov

Find descriptions of all government grants as well as applications and guidelines at http://www.ed.gov/funding.html

**Foundations**

“Foundations are worth targeting,” said Sacco. “They offer more money and more funding opportunities than the US Department of Education. Be prepared, though, for stiff competition.” Also, grants may be restricted to specific states and, in the case of Coca-Cola, the applicant must be a Coke campus.

**Learn more:**

- The Coca-Cola Foundation, 404-676-2568, www.thecoca-colacompany.com
- The Freeman Foundation, 240-779-8200, www.freemanfoundation.org

A note about Coca-Cola: “The foundation is a staunch supporter of higher education and international education,” said Sacco. Figures posted on the Coca-Cola website show that in 2006 higher education was awarded grants of $20 million out of $70 million in total support.

**THE COCA-COLA FOUNDATION IS A STAUNCH SUPPORTER OF HIGHER EDUCATION AND INTERNATIONAL EDUCATION.**

**A killer proposal: Tips**

“Grant getting is about vision and seduction,” said Sacco. “The keys to success are a well written, effectively organized proposal and a compelling approach. Your proposal must answer four basic questions.

What is the problem to be solved?
What is your solution?
How are you going to pull it off?
Why me?”

“Define the problem clearly and support it with statistical evidence. Include specifics of your evaluation plan and management structure,” said Sacco.

Also, he said, “Be concise and persuasive without the use of superlatives. Read the program guidelines and contact the program officer before starting or anytime during the writing process.”

**Private Donors**

Private donations are often a safer alternative to government funding which, like academic institutions, is subject to budget cuts, said Lee Radebaugh, director of the Brigham Young University CIBER.

But how do you find potential donors? And once you make the connection, how do you persuade donors to support your cause? It’s all about strategy, Radebaugh said.

**Reach out**

Be aware of alumni or people in the community who have a strong attachment to your institution. To do this, “Network, network, network,” said Radebaugh.

**People who know people**

Involve friends in your program. Chances are they know people you don’t and would be happy to help you make promising connections.
Funding international business programs

Less is more

Do not present a shopping list of needs to be filled. Rather, develop a short menu of programs available to be funded. “There are donors who like bricks and mortar projects but most like to donate to programs and activities.”

Hear them out

Invite potential donors to campus to tell their story to students. Often, the story is illuminating and makes the connection stronger.

Passion helps

Try to find out what potential donors are passionate about. If their passion matches your interests and expertise, make that part of your proposal.

Talking points

Talk about benefits: how the funds will benefit students and community and how the donor will benefit from making it happen. Don’t be afraid to ask for large sums; it is flattery, not an insult.

Be personal

Remember, people give to people. Show sincere interest in donors’ objectives and appreciation for their time and consideration.

Keep in touch

After you receive the donation and put it to work, provide feedback to donors on how the funds were used and include letters from students, administrators, etc.

Private funding falls into two categories, endowment and annual gift.

PROSPECTIVE DONORS WILL BE FLATTERED, NOT INSULTED, IF YOU ASK FOR A LARGE SUM TO FUND YOUR PROGRAM.

Endowment

“An endowment provides long-term stability through interest earned on the endowment,” said Radebaugh. “An endowment may be attractive to someone who wants their name attached to your program. Match your needs to the donor’s dreams.”

The challenges in securing an endowment are in finding the appropriate donors and making a convincing presentation about the worth of your programs and having enough initial operating funds until the endowment generates interest.

Annual gift

“This is a good way to develop an initial and long-term relationship with a donor,” said Radebaugh. “The gift provides immediate operating funds for activities but does not require the size of an endowment.”

In 2006, said Radebaugh, BYU’s Global Management Center was named for former Kodak CEO Kay Whitmore when his wife Yvonne and children made a generous gift to the Center. About 150 guests attended a banquet at the Wilkinson Student Center to acknowledge the gift and celebrate the life of Kay Whitmore.

Gifts are not without challenges, said Radebaugh. “You have to find enough small donors to cultivate and keep the money coming in on an annual basis. This requires time and resources.”

PROSPECTIVE DONORS WILL BE FLATTERED, NOT INSULTED, IF YOU ASK FOR A LARGE SUM TO FUND YOUR PROGRAM.