



Boot Camp & Symposium Funding Guidance



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“Make YOUR Advancement a Shared Investment”

Coop and Lew



HOW TO USE THIS GUIDE

Because finance governs the thought processes and actions of most decision-makers, it is important to think strategically about the approach you will use to request funds to attend a CoopLew Boot Camp or Skill-Set Symposium. You will need to make your attendance and expanded expertise a relevant benefit and justifiable expense for decision-makers. This guide is designed to appeal to the values of the decision-maker, and your need for advanced exposure to diversity paradigms to forward you institution’s diversity agenda.

DETERMINE WHY OTHERS SHOULD SUPPORT YOUR ADVANCEMENT

This is NOT a silly thought. In fact, not knowing the answer to this question may very well predetermine the fate of your request. Think emphatically from the outset. Why would anyone help you? [Answer the question your self by drafting and rehearsing answers to the following questions?](#)

- Who among senior leaders at your institution is expected to embody the latest in diversity programming and administrative leadership?
- What information or expertise about diversity is needed by your peers or supervisor?
- How might your experience represent a mutual benefit to the leadership team?
- What can the decision-maker boast about in terms of expected return on investment?
- What period of the year will your request receive the least amount of resistance? Why?

WHO ARE POTENTIAL FUNDERS?

After you have drafted and rehearsed the questions above, you are ready to identify people who will benefit from your attendance to a CoopLew Boot Camp and/or Skill-Set Symposium. Again, it's important to be flexible and "edgy" about who should be approached. Think of people's or program interests around your campus. Check the agenda topics listed for the CoopLew event you want to attend, then match the topics with the interests of those to be approached. Make a cross-referenced list of the topics and everyone you know who is interested AND has funds to support your attendance. Now, conduct some assessment to learn where funds are flowing and for what reasons. Some tactics to use, using the concept of network science, include the following:

- Ask the director of financial aid which academic departments give out the most support to its students.
- Approach the staff senate chair to find out what interests are hot regarding improved workplace experiences.
- Meet with the "hot dog" faculty on campus to address alignment of your experience with some of their current interests.
- Speak with your peers (preferably their executive assistants) to assess their needs for leadership in specific areas associated with diversity administration.
- Hold a special meeting with your supervisor to flesh out how topics of a CoopLew event will prepare you and provide him/her strategies for next-level advancement of institutional goals.

TALK WITH VIGOR ABOUT YOUR ANTICIPATED EXPERIENCE

How you present and explain your anticipated CoopLew experience could catapult or plummet your funding effort. [Be sure to be enthusiastic and appear trustworthy in your conversations.](#) Remember, you SERVE those from whom you are requesting funds, so exercise empathy about their

circumstances and position your CoopLew experience as part of the effort to improve their conditions. Still, you will need tangible benefits to cite about your CoopLew experience. Here are a few for your use.

Professional Development

- Concentrated and immersive exposure to specific CDO lived-experiences.
- Cutting-edge practice with skill-sets most often underdeveloped among CDOs nationally.
- National induction to an exclusive cohort of CDOs.
- Immediate access to problem-solving resources and discussions.
- Personal support during challenging circumstances unique to CDOs during crisis.
- Resource libraries and tools by subject matter from all CoopLew events.

Boot Camp

- Reaffirmation of readiness for CDO transformative work.
- Onboarding strategies and network development tactics.
- Introduction to critical skills such as fundraising, vertical and horizontal relationships, infrastructure design, staff development and program design and metrics.
- Personal check-up for professional orientation and goal setting.
- National camaraderie development.

Skill-Set Symposiums

- Direct instruction from subject-matter experts.
- Workshop experience for duplication upon return to campus.
- Innovative and integrated concepts for diversity administration.
- Personalized applications for campus types and infrastructures.

Remember to carry the CoopLew brochure, website and other materials with you as you meet with potential funders. These materials showcase the array of talent and expertise leading your experience.

After a few rounds of assessment, ask directly and for a specified amount.



OTHER CONSIDERATIONS

Workload concerns:

Often resistance can occur if supervisors view your absence from the office as problematic. Be sure to think ahead of this type of resistance by ensuring key responsibilities are continued with excellence while you are away. Designate trusted staff to monitor what you have set in place prior to and during your absence. CoopLew events average 3-days away from the office, but we allow ample time to check in to your office and check emails – these breaks are build into the experience. Make plan of action to be implemented during your absence and share it with your supervisor.

What will be your “product” upon return?

This question is a great opportunity to showcase what you’ve learned upon returning from a CoopLew event. You will have many tools and hard documents to share by the end of the event(s). Ensure your funder that a post-event meeting will afford him/her access to information otherwise unavailable without your attendance to a CoopLew event. Prepare to represent the expertise, network, and use of information received from the CoopLew event. Some suggestions about how to do this are:

1. Conduct a Q and A session with a funder’s leadership group.
2. Record a department video highlighting key takeaways you will seek to implement soon.
3. Prepare mini-summaries for each funder, highlighting CoopLew event components relevant to their specific mission or functionality.
4. Recommend staff within funder units for upcoming CoopLew events.
5. Share event brochures and talking points about event benefits.

How should I write a proposal to attend a CoopLew event?

A template for individual and teams is provided via these links. (links) Please feel free to tweak or reword these to suit your institution’s culture and language style. As you write, consider the following so the document can be easily distributed to others without further tweaking.

- Only have one place where the address name needs to be changed. You don’t want to send a proposal to one person/unit and have another unit’s name elsewhere in the document.
- Have a section of the document that addresses the funder’s needs per your assessment.
- Detail what the experience will do for you (what you will get to better serve) and expound on what the experience will do for funders (what people/units can expect from your improved service).

If you’re told, “There’s no money for that.”

CoopLew hosts an array of events almost year-round. Make a special effort to join some of our free webinars to gain more insight into what we offer at Boot Camps and Skills-Sets Symposiums. Target the next event and begin your funding campaign for it from the end of your last unit assessment. You should know when and what funders prefer to support, so your alignment tactics should grow keener each year. Pay close attention to your institution’s budget cycle and prepare to make requests at strategic times when the budget is being determined for the next year. Suggestions associated with timing are:

- Asking for earmarks funds from a funder.
- Asking for a small percentage of a funder’s carryforward in exchange for something they value.
- Organizing a collaborative fundraiser with a negotiated percentage kept by the organizer.

The thing to remember is every “No” is one step close to a “Yes”. Be diligent about finding ways to serve others, and funding will follow sooner than you think.