



NIRCA Development
Grant Application

**National Intercollegiate
Running Club Association**
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The NIRCA Development Grant

The National Intercollegiate Running Club Association is a grassroots organization created to promote the sport of competitive running for students at the collegiate club level. By serving as the sport's governing body and central point of communication, NIRCA provides structure for college running, cross country and track clubs alike. As NIRCA members, collegiate running clubs are gaining recognition, legitimacy, and extra funding as sport clubs or student organizations within their universities. With the organization's success in the Midwest and on the East Coast, NIRCA is now targeting for expansion in the Western states. Looking to the established regions, the organization aims to increase attendance and quality of the 2009 Northeast, Midwest, and Southeast Regional Championship meets to match that of the NIRCA National Championship.

NIRCA Development grants provide funding for growth of current NIRCA member clubs and assistance for students who are forming a running club that does not yet exist at their university. Clubs that receive the NIRCA Development grant must support NIRCA's goal of growth and expansion by improving/creating their own clubs and regions as well as engaging new NIRCA members. By applying for a NIRCA Development grant, clubs are proving through their programs projects that they can offer as much benefit to NIRCA as they have received (or will receive) from the organization.

The NIRCA Development grants benefit current and prospective NIRCA member clubs; funds requested can be used for any eligible expenses listed below. Grants are awarded annually, with recipients announced each July. Applications must be received by July 1, 2009.

Eligible Organizations

- Prospective NIRCA clubs
- Students seeking to create a NIRCA running club at their institution
- Current NIRCA member clubs in good standing
- Past NIRCA grant recipients

Fundable Components

- NIRCA annual member dues
- Special projects/initiatives

Funds may only be used for NIRCA running club expenses.

Grant Amounts

NIRCA will award several grants in varying amounts as a part of this program. Since this grant program is new for 2009-2010 academic year, the average grant amount is unknown. The funding period for each grant lasts for exactly one calendar year.

Scoring

Eligible clubs must score 75 or above to qualify for a NIRCA Development grant. Award allocations will be calculated by multiplying the grant request amount by the average score received from the Executive Council members.

For example, a maximum award amount of \$500 with an application score of 90 will be eligible for \$450 ($\$500 \times .90 = \450).

Point System

Total weight =100

1. Strategy aligns to NIRCA goals (25)
2. Club's proposed initiatives/strategies are feasible and credible (10)
3. Marketing campaign is feasible and effective (10)
4. Return on investment (25)
5. Quantifiable success metrics (20)
6. Required responses provided (5)
7. Application clear, comprehensive, within guidelines (5)

Application Procedure

Applications must be submitted electronically in PDF or Word document format, not exceeding five pages, by July 1, 2009. The application must include a cover sheet. Attach the cover sheet to the application, and then follow with any supporting documentation. Proposals containing more than the allowed number of pages will not be accepted. Any attachments, such as articles and photos, count towards the five page limit.

Please submit all applications to executivecouncil@clubrunning.org as an email attachment. You will receive email confirmation of receipt for your grant application within 24 hours of submission. Notification of the club's award amount or average score (if no award is granted) will be sent within 3 weeks.

Grant Application

Part 1. Summary

Please present information that provides the NIRCA Executive Council a thorough understanding of your club and your proposed program/project¹. Be clear and concise. Please include answers to the following questions:

- A. What does your program/project intend to accomplish?**
Briefly explain the goals, objectives, and intended outcomes of the program/project. Indicate whether you are starting on a new initiative or sustaining an existing program/project.
- B. Describe the proposed program/project.**
How many people or clubs will it reach? Who will it reach? What is the timeline? How is it unique?
Include any other information that will help the reader envision your program/project.
- C. Are there any costs you or your club may incur through the proposed program/project?**
- D. Who are the key people involved in managing the proposed program/project?**
Identify each person, indicate their level in school (Freshman, Sophomore, Junior, or Senior for the '09-'10 academic year) and briefly list their qualifications and responsibilities.

Part 2. Program Benefits, Significance, Impact

Please include answers to the following questions:

- A. Describe the running community which you plan to serve.**
The scope of the community should be defined by the applicant.
- B. Explain how this program/project addresses existing issues in your community or the NIRCA community.**
- C. How will the NIRCA Development grant impact your program/project?**
- D. Indicate a timeframe for the start of the program/project and specify a completion date, if possible.**

¹ "Program" refers to a running club and its ongoing operations; "project" refers to a one-time, finite set of tasks focused on an objective.

Part 3. Performance Measures

A. Outline your program/project goals.

Include target dates and measureable goals.

B. How will you know if your program/project has been successful?

Describe all measurement methods/metrics used to track the effectiveness of this program/project.

Supporting Documentation

You may include in this application supporting materials that will help to describe your program/project.