INNOVATE.

Every great success story starts at the first chapter

Contents

AIGA the professional association for design

About AIGA Innovate

Every great success story starts at the first chapter

Overview

What does it mean to be truly innovative? We believe designers have a unique capacity to be agents of change. Together we, as the collective voice of design, have an extraordinary talent pool to draw from as we look to the future and aim to continually optimize our membership engagement. As designers, our members solve the world's problems all day, and so it stands to reason that these talented creatives are the perfect people to take the lead in shaping AIGA's future and relevance in the world.

AIGA Innovate is a four-year long fund with up to $250,000 to be awarded each year. Established in 2015, it aims to support and empower members and chapters in a whole new way. This program is an exchange platform through which we can learn about our membership, improve the sustainability and leadership challenges of our chapters, and furhter integrate the relationship of designers to their respective communities.

This document outlines AIGA Innovate's goals, funding criteria, selection processes, application information, and more.

Before applying for funding, please read this document in full, as well as all the information at aiga.org/aiga-innovate.

Dates at a glance

February 23, 2017	AIGA Innovate 2017 openss
May 5, 2017	Round 1 application due
May 22, 2017	Applicants notified of round 1 result
June 9, 2017	Round 2 application due
June 30, 2017	Applicants notified of round 2 result

Program goals

AIGA Innovate supports critical, relevant, and ground-breaking projects at AIGA chapters across the country which demonstrate AIGA's core values: leadership, design excellence, impact, and equity. Projects should upgrade the member experience and promote collaboration amongst members and their chapters, with potential rollout to the wider network.

It is an opportunity for chapters to positively impact local communities beyond design by developing and prototyping exciting projects that deepen relationships with business, enterprises, and social ecosystems while fostering the entrepreneurial spirit of their members. Ultimately, it's an opportunity to further AIGA's **mission:** to advance design as a professional craft, strategic advantage, and vital cultural force.

Selection criteria

The selection committee uses the following criteria when reviewing and selecting proposals.

This year, your project must focus on one of two themes:

- Those that foster **leadership** training opportunities that advance career paths and inspire designers to continue to learn—be it upskilling emerging practitioners or engaging established mentors, or expanding designers' skill sets to lead in their communities in civic and business settings.
- Those that support **social impact** work that facilitates dialogue and encourages civic engagement in underserved communities—be it via local nonprofit partnerships or city council and community board engagement around a specific issue (gender, race, civic rights, health, environmental justice), etc.

We welcome projects that address these two focuses together and strive to create a more dynamic and creative community. We will only support those projects that can benefit from, fit into, and expand AIGA's strategic initiatives and leadership offerings.

To be eligible your project must also meet these requirements:

- Align with the mission and direction of AIGA
- Be developed in collaboration with a chapter's board of directors–a project cannot be submitted by an individual member without the endorsement of its board.
- Meet a concrete, specific need in the community and identify a partner with whom you can develop this project, such as a nonprofit community association, a civic entity, a school, or expert resource
- Consider co-applying with another chapter.
- Be innovative: provoke new thinking about the practice, education, or understanding of design.
- Serve the variety of constituencies of AIGA members and encourage participation among underrepresented groups.
- Offer effective tools, resources, platforms, or strategies to facilitate active member participation and civic engagement.
- Be executable and sustainable within proposed resources. To achieve this, we recommend that you incorporate metrics to gauge success in working towards and achieving your project's stated goals.

Application overview

Please note that the questions in the application itself may vary slightly from what is outlined below, but the nature of the questions will be the same.

Round 1

Application period opens on February 23, 2017 and closes on April 21, 2017 at 11:59 p.m. PST.

Application information

- Project lead and team information
- Applicant AIGA member number
- Chapter and board member contact information

Project Information

- Project title
- **Project summary:** succinctly describe your project in 100 words and another more detailed version in 400 words
- Provide contextual background on how the idea for this project originated
- Describe the **goal** of your project in two sentences
- How is this project **innovative** in its approach, concept, and goal? (Within the framework of innovation, proposals may be for a new project ideas or significant re-imagining of existing ones. However, preference will be given to new and **original concepts**)
- What specific **opportunity or need** in your community will it address?
- List your chapter and/or community partner(s) and their role in the project
- Identify which **strategic core value** your project addresses:

Leadership	Social Impact
Foster training opportunities that advance career paths and inspire designers to continue to learn.	Support work that facilitates dialogue and encourages civic engagement in underserved communities.

- Provide a detailed **project timeline** within the parameter of one year, including quarterly milestones
- Describe how you plan to **document** the project in a way that can be shared with your fellow members, chapters, and communities along the way and at completion
- How will this project be **self-sustainable** after initial AIGA Innovate funding? List additional revenue sources—those targeted and those already secured.
- **Complete budget form** (spreadsheet will be provided in the application system). If budget includes stipends for development, a bid from your developer must be uploaded. If the applicant is the developer, an estimate must be submitted to their chapter and included in the final application.
- How will you **measure success**? Identify 2-3 baseline conditions you aim to improve.

Application overview (continued)

Round 2

All applicants asked to participate in round 2 will be notified by email on or around May 1, 2017. Round 2 applications are due by May 10, 2017. Round 2 applicants will be notified on or around June 12, 2017.

Round 2 applications require additional details about your project:

- **Respond to feedback** and questions from selection committee
- **Outline your process:** List a potential array of assets that will serve as building blocks for a story created by your team which will illustrate the project from start to finish.
- Build on the **timeline** provided in round 1 by incorporating the feedback of the selection committee
- **Updated project budget form** (budget spreadsheet will be provided in the application system.)
- Upload any additional documents (images, PDFs, etc.)

Funding model

AIGA Innovate will consider all grant proposals for any amount, there are no minimum or maximum restrictions to how much you can request. However, AIGA reserves the right to increase or decrease final award as well as make funding contingent upon combining with other applications deemed complementary for the second round. There are two routes to get funded:

<$5,000

Applicants requesting less than $5,000 **may be "fast-tracked"** in round 1— approved for funding or declined after the first round. The selection committee reserves the right to ask any applicant requesting less than $5,000 to participate in both rounds should more information be needed.

>$5,000

Applicants requesting more than $5,000 **should expect to participate in the two-step application process.** After round 1, applicants will be approved to move to round 2 or declined. Those moved to round 2 will be required to provide additional information about their project.

In the past funding period, less successful proposals had ambiguous budgets so it was unclear how money would be spent. Make sure your budget is itemized and specific.

Funding model (continued)

What AIGA Innovate does not fund:

- AIGA Innovate does not fund regular or expected chapter events and programming
- Hospitality costs (travel, accommodation, food and beverage, etc.)
- One-time expenses (one-time space or equipment rental, one-time events, catering, etc.)
- Regular administrative or overhead chapter expenses (space rental, physical supplies like laptops, cameras, software, and office supplies)

Note: If your budget does include any of these items, you must prove that they are necessary for the first year and that your project will be sustainable in future years without funding for these one-time costs. Be explicit in how these costs will be covered in future years. It is highly recommended that these items are kept to a minimum or excluded from your budget proposal.

Selection committee

An eight-person selection committee, made up of the immediate past president's council chair, the incoming president's council chair, and six members at large with previous board experience, will evaluate applications in both rounds.

Once the committee selects the proposals for funding, AIGA's executive director will review and give final approval in each round.

For more information, visit aiga.org/aiga-innovate-selection-committee.

Storytelling deliverables

If your project is funded, you will be responsible for providing several deliverables during rollout and after successful completion of your project, as determined by the national office (in addition to the outcomes outlined in your proposal). Summaries of awarded projects will be shared on AIGA.org and in the chapter workroom. This will allow both chapters and the general public to better understand the purpose and goal of your AIGA Innovate project.

Once you receive your funds, the national office and committee members will schedule quarterly check-ins, which may include phone calls and written reports on project progress. These reports include photographic evidence of work underway. Note that completion of these reports will be linked to receipt of progress payments.

Storytelling materials and reports may include key messaging, impact assessment, outcome statements, quotes from beneficiaries, high-res images, brief press-ready mission statements, slideshows, or videos.

Outcome and impact

Think big. Act small. Think not only about how you can make an impact within AIGA but also how you can engage the larger community to find creative, design-oriented solutions to social problems. How can AIGA positively impact and engage the community of which we are a part? Is there a new community with which you can work?

Find out if other chapters are interested in same idea/goal as you. There are always opportunities to collaborate. Leverage expert resources in your community as well as your chapter board and members. Other organizations may have experience in rolling out related ideas and can be helpful in understanding the project's scale, audience, and budget.

Use your resources. The prospect of working together means shared resources. If you collaborate with another chapter, keep this in mind through all stages of the application process.

Applicant agreement

By submitting an application to AIGA Innovate, you agree that:

- The project has been reviewed and approved by your local AIGA chapter board.
- You will document the process of your project and share it with AIGA.
- Funded projects will be announced across AIGA owned media, including the AIGA.org website, emails, and social media.
- Your chapter will share the funded project at the 2018 AIGA Leadership Retreat.
- Upon completion of the project, you will complete a survey about the AIGA Innovate process and experience.
- Upon completion of the project, you will create a project toolkit to help other chapters implement your project with their communities.
- You agree to communicate with the AIGA national office on a regular basis through project completion, as requested.
- Payments will be allocated by the national office as progress payments as negotiated by the national office and pending the timely progression of your proposal according to the timeline you submit. In planning your project timeline, do not plan for one lump sum payment. Funds will be electronically transferred to chapters; chapters will distribute the funds to project leaders.
- The final installment will be distributed after the project is complete.
- Deviations from approved budget, timeline, or approved application may result in rescindment of awarded funds.
- Funding may be held for non-compliance of any of the above.

Questions?

If you have any questions after reviewing this document and the pages on aiga.org, please contact innovate@aiga.org.