Case for Support

**Abstract**
Write a brief description that captures the need, purpose of the event or activity, target audience and value that the opportunity brings to the student body.

**About the Opportunity**

**Unmet Need**
What is the unmet need, challenge or issue that your student organization propose to meet through this event or activity?

**Target Audience**
Who is the target audience with this event or activity? Why?

**Goals**
General statements that define what will be accomplished to meet the stated need.

**Objectives**
SMART- Specific, measurable, achievable, realistic, time-focused

**Value of Results**
What value does this opportunity provide the target audience and the student body?

Value = benefit – (minus) cost