**Bursary bid application form**

Send your completed application to our Campaigns Coordinator Rosie at [s.mckenna@ulster.ac.uk](mailto:s.mckenna@ulster.ac.uk), and if you have any questions or want to discuss your idea get in touch! The deadline for this application is **12pm on the 21st of February**.

**Project overview**

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| --- | --- | --- | --- | --- | --- |
| **Project** | **Duration** | **Components** | **Target Audience** | **SMART Goal** | **Total Budget** |
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1. Explain what the campaign entails and why you are taking this action. Refer to the guidance in this form and the mental health campaigns briefing pack for what to include to ensure your bid has the best chance for approval.

Questions you will want to answer here are:

* Is your campaign one with a deep impact, or a wide impact?
* What examples of similar campaigns have you considered, and/or what evidence do you have to rationalise your activities?
* Who is the target audience for this campaign?
* How will this activity improve mental health or wellbeing (I.e. tackle loneliness or isolation, include underrepresented groups in the conversation, support students who are under pressure or high stress, etc.)?

(500 words max)

1. Please list here what materials you have outlined in your budget, and where you are sourcing these from.

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| --- | --- | --- |
| **Resource** | **Link/evidence of cost** | **Cost** |
|  |  |  |

1. List the key dates for your activities (*i.e., SHAG week, 13th – 17th of Feb 2025; International Women’s Day, 8th of March 2025*)

If there is one day of activity for this campaign, please fill in the intended date.

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| **Activity/Awareness Day/Holiday** | **Deadline/Dates** |
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|  |  |

You can find a briefing pack to help you fill in this application form on the UUSU website, under Mental Health in the Campaigns section.