



The process to implement memorials or gardens on a college campus is a continual journey. The entire process may take several years to complete. Therefore, before you start the process, we encourage you to consider three areas: Purpose, Relationships, and Finances. Below is a list of questions that should be considered before starting this journey. (The word "you" in the document refers to the campus-based professional, university leadership, or students working on the project.)

## **The areas to consider: Purpose, Relationships, and Finances**

### **Purpose**

1. What is the purpose of the memorial or garden on campus?
  1. Why do you want the project completed?
  2. What are the goals and learning outcomes of this project?
  3. How will this project be adaptable to the institutional goals and strategic plan (especially as it relates to diversity, equity, and inclusion?)

Note: The purpose of the project must be clearly written and communicated by all parties involved. It is important to have a clear and defined purpose. The goals of the project must be rooted - in the plans and the goals of the institution.

### **Relationships**

1. Do you have alumni and student engagement and collective ownership for this project?
  1. Do they want a memorial or garden on their campus? Who are your champions?
  2. What have they accomplished towards achieving this goal?
  3. What are they willing to do or contribute to getting the project started and completed?

Note: We encourage courageous conversations with students and alumni to ensure they are on board with the project. You cannot be invested in the project more than the students and alumni are. What are your non-negotiables, milestones, and "breaking points" (what if these goals are not achieved the project cannot progress?)

### **Finances**

1. What is the plan to finance this project?
  1. How much will this project cost? How much are one-time starting costs, and how much are ongoing costs?
  2. How will the funds be collected and solicited?
  3. Will the National Pan-Hellenic Council organizations donate to the project, if so, how much? Are there local, regional, national businesses and or donors willing to contribute?
  4. How much is maintenance for the project? Who is responsible for this maintenance?



Note: A financial plan will outline a clear path for all funds. This plan will help support the idea of the project and demonstrate investment. Developing a comprehensive plan will allow transparency, clarify roles and responsibilities, and manage overall expectations for the deliverables and completion dates.

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