

Apply Today: Moonshot Cohort “Campaign Edition”

Positioning ASU teams to advance their big ideas through philanthropic funding

Applications due March 26th at 5pm.



About the Moonshot Cohort

Taking place in the fall and spring semesters of the 2024-2025 academic year, the Moonshot Cohort is designed to prepare ASU teams to compete for philanthropic “moonshot” funding. Moonshot philanthropy invests in ambitious ideas that have the potential to transform society by tackling our greatest challenges.

Participants in the 2024-2025 ASUF Moonshot Cohort Experience will:

- Develop a foundational understanding of philanthropy—in particular, moonshot philanthropy.
- Develop and apply their skills in “moonshot thinking,” including systems thinking, Theory of Change, and approaches to scale.
- Produce useful deliverables, including:
 - A pitch deck presented to philanthropic program officers in a culminating demo day.
 - A concept note submitted to a real moonshot competition.
- Engage in philanthropic “competitive intelligence” to understand and engage with potential funders.
- Build a network of ASU peers.
- Identify and connect with relevant community partners.



Session Topics

Fall 2024: Foundations of Philanthropy and Fundamentals of Moonshot Thinking

Topic	Description
Philanthropy 101/ Moonshot Philanthropy	Reviewing the history, present, and future of philanthropy for higher education, research/programs, and impact.
Impact	Designing a Theory of Change to strategize, communicate and evaluate the impact of your work.
Equity	Applying principles and practices of Deep Equity across the relationships, processes, structures, and outcomes of your work.
Relevant and Rigorous	Using systems thinking to contextualize your idea, identify partners, and map possible futures.
Positioning and Credibility	Assessing and advancing partnerships in your work.
Budgeting/ Scale of Resources	Building a budget that reflects your values and priorities.

Spring 2025: Deliverables for Impact

Topic	Description
Concept Note (part 1), Theory of Change, and Asset Based Framing:	Completing part 1 of your concept note (to be submitted to Audacious Project); engaging in peer-feedback sessions on your Theory of Change; applying asset based framing principles to your communications products.
Concept Note (part 2), Philanthropy Planning, and Pitch Deck	Completing part 2 of your concept note (to be submitted to Audacious Project); strategizing your next steps for funder outreach; designing and building a moonshot concept pitch deck for funders.
Media Strategy and Pitch Deck	Leveraging media to become discoverable by funders; engaging in peer-feedback sessions on your pitch deck.
Final Prep 1:1 Sessions	Practicing your pitch before Demo Day.
Demo Day	Presenting your concepts to real program officers from the philanthropic sector.



Requirements and Eligibility:

Requirements

- Participants will be expected to attend monthly, 3.5 hour, in-person sessions on the Tempe Campus.
- Teams must designate 2-3 core members that will attend every session.
- There will be pre-work and pre-reading for each session, and participants can expect to spend 4-5 hours each month on the cohort between sessions.

Ideal candidates are:

- Teams who are driven by the social and/or environmental impact of their work and believe they have a charitable cause.
- Teams who are new or relatively new to philanthropy and/or to moonshot-scale philanthropy.
- Teams who may or may not have current community partners, but seek and understand community partners as crucial to their work.
- Teams with ideas that are in early or middle testing phases; ideas that need additional testing and refinement ahead of scaling or accelerating.

Ineligible candidates are:

- Individual PIs
- Teams who have already been a finalist for or winner of an 8- or 9- figure gift.
- Teams who cannot commit to full participation across both semesters.
- Teams who do not have a charitable cause to their work.



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<https://forms.gle/XWx6Eu4jAk9pk2zZ8>