100 tactics *to fund* capital renewal

	Tactic	Maintenance Funding Potential	Prevalence
FUNDRAISING			
1	Request Central Funds for Capital Renewal to Match Donor-Funded Renovations	$$$$	●●○○
2	Bundle Deferred Maintenance Costs with College Fundraising Efforts	$$	●●○○
3	Steer Donors Toward High FCI Buildings	$$	●○○○
4	Require Donors to Contribute to Central Infrastructure	$	●○○○
5	Offer Naming Rights for Existing Facilities to Establish Maintenance Endowment	$$$$	●○○○
6	Fundraise for a Fixed Percentage Capital Renewal Endowment	$$$	●●○○
7	Fundraise for an Operations and Maintenance Endowment Based on Projected Building Needs	$$$	●○○○
8	Create Separate Endowments for Capital Renewal and for Operations and Maintenance	$$$	●○○○
STUDENT FEES			
9	Institute Student Fee to Address Budget Shortfalls	$$	●●○○
10	Levy Student Fee for General Capital Renewal Fund	$$	●●○○
11	Require Student Fee to Fund a Specific Capital Renewal or Maintenance Plan	$$	●●○○
12	Create a Student Fee to Fund Debt Service	$$	●●○○
13	Levy Student Fee to Fund Renewal in Student Buildings	$$	●●●○
14	Introduce Student Fee to Build Needs-Based Capital Renewal Fund	$$	●○○○
15	Create Sustainability Fee	$$	●●●○
AUXILIARIES			
16	Charge Auxiliaries for Utilities	$	●●●●
17	Include Capital Renewal Funding in Utility Rates	$$	●●○○
18	Require Auxiliaries to Contribute to Building Renewal	$	●●○○
19	Institute Annual Increases to Shop Rates	$	●○○○
20	Levy a Maintenance Tax	$$	●●●○
21	Require Auxiliaries to Cover Basic Preventive Maintenance	$$	●○○○
22	Increase Parking Fees to Fund Renewal Projects	$$	●●●○
ENERGY GAINSHARING AND SUSTAINABILITY			
23	Carve Out Sustainability Allocation from Central Funds	$$	●●○○
24	Maintain a Green Revolving Loan	$$	●●●○
25	Participate in Gainsharing with Energy Service Provider	$$$	●●●○
26	Engage in an Energy Savings Performance Contract	$$$$	●●●○
27	Establish a Hybrid Energy Savings Performance Contract	$$$$	●●○○
28	Partner with a Cogeneration Company to Improve Sustainability	$$$	●●○○
29	Partner with Government to Support Large-Scale Sustainability Projects	$$$	●○○○
THIRD-PARTY FUNDING ARRANGEMENTS			
30	Engage in a Public-Private Partnership (P3) for Building and Maintaining Dorms	$$$	●●●●
31	Establish a P3 for Demolishing Old and Building New Dorms	$$$	●●●○
32	Engage in a P3 for Campus Expansion	$$$$	●○○○
33	Lease Parking Facilities Through a P3	$$$$	●○○○
34	Develop Mixed-Use Spaces Through a P3	$$$	●●○○
35	Construct Dining Facilities Through a P3	$$	●●○○
36	Use a P3 to Renovate and Repurpose Old Buildings into Luxury Apartments	$$$$	●●○○
37	Lease Land to Commercial Developers	$$$	●●●○
38	Arrange a Lease-to-Own Donor Gift to Build Residences or Auxiliaries	$$$$	●●●○
ADVOCATING TO THE GOVERNMENT			
39	Shift State- or Province-Provided Capital Funding to Renovation and Renewal Budget	$$$$	●○○○
40	Lobby State or Provincial Legislature for One-Time Capital Renewal Funding	$$$	●●●○
ADDITIONAL GOVERNMENT FUNDING			
41	Apply for Federal Grants	$$$	●○○○
42	Apply for State Grants	$$	●●○○
43	Apply for Minority-Serving Institutions Grants	$$	●●○○
44	Pursue Historic Building Tax Credits	$$$	●●●○
UNIT-SOURCED FUNDING			
45	Institute Infrastructure Renewal Fee	$	●●●○
46	Require Units to Fund Maintenance and Renewal Endowment	$$	●●○○
47	Levy a New Building Tax	$	●●○○
48	Pool Unspent Capital Project Funding into R&R Fund	$	●○○○
49	Introduce a Variable Utility Tax to Fund Capital Renewal	$$$	●●○○
50	Incorporate Renewal Costs into Flat Rate Utility Charge	$$$	●●○○
51	Direct a Portion of F&A Recovery Toward Deferred Maintenance	$$$	●○○○
BUDGETING TECHNIQUES			
52	Incrementally Increase Annual Capital Renewal Funding	$$$	●●○○
53	Incrementally Increase Facilities Allocation Through Operating Budget	$$$	●●○○
54	Offer Fixed and Actual Charge Options for Project Costs	$$$	●●○○
55	Earmark Interest Earnings from Working Capital	$$$	●●○○
56	Direct Year-End Surpluses Toward Short-Term Capital Projects	$$$	●●●○
57	Direct Non-Recurring Funds from Vacant Positions	$$	●●○○
DEBT			
58	Issue Long-Term Bonds	$$$$	●●●●
59	Establish Department Partnerships to Lobby for Capital Renewal Bonds	$$	●●○○
60	Leverage Short-Term Debt to Kick-Start Capital Projects	$$	●●○○
61	Leverage Short-Term Debt to Improve Liquidity	$$	●●○○
NONTRADITIONAL FUNDING STRATEGIES			
62	College-Affiliated Retirement Communities	$$$	●○○○
63	Campus-Grown Gourmet Foods	$	●○○○
64	Campus Wineries	$	●○○○
65	University Columbaria	$$	●○○○
66	Exterior Micro-Signage	$	●●○○
67	Flatscreen Advertising	$	●●○○
68	Lifetime Premier Stadium Seating	$$	●○○○
69	24/7 Automats	$	●○○○
70	Install Coffee Shops	$$	●●○○
71	Town-Gown Transport Partnerships	$	●○○○
72	Laundry Services	$	●●○○
73	Early Move-In Fee	$	●●●●
74	Peak-Hour Course Fee	$	●○○○
75	Bandwidth Leasing or Sale	$	●●○○
76	Child Care Centers	$	●○○○
77	Prompt Payment Rates	$	●●○○
78	Centralized Surplus Good Sales	$$	●○○○
79	Donated Item Garage Sales	$	●○○○
80	Rooftop Solar Panels	$$	●●○○
81	Parking Lot Solar Trees	$$	●○○○
82	Wind Farm Contracts	$$	●○○○
83	Local Hotel and Conference Space Partnerships	$$	●●○○
84	Centralized Facilities Availability Database	$$$	●○○○
85	Farmers Markets	$	●○○○
86	Off-Peak Parking Lot Rental	$	●○○○
87	Outdoor Movies	$	●○○○
88	Smart Classroom Rental	$	●○○○
89	City-Funded Satellite Campus Development	$$$$	●○○○
90	Corporate Research Facility Joint Ventures	$$$$	●○○○
91	Exterior Cellular Antenna Stealthing	$$	●●○○
92	Interior Cellular Distributed Antennas	$$$	●●○○
93	Professional Society Testing Partnerships	$	●○○○
94	For-Profit Educator Testing Site Rental	$	●○○○
95	Tutoring and Test Preparation Leasing	$$	●○○○
96	For-Profit Educator Leasing	$$	●○○○
97	Private Sector Office Space	$$$	●○○○
98	Retail Ground Leasing	$$	●●○○
99	Real Estate Gift Specialists	$$$	●○○○
100	Under-Utilized Real Estate Audits	$$$	●○○○

1 Maintenance Funding Potential

Relative measure of each tactic's ability to direct funds to capital renewal

Low	$
Mid-to-Low	$$
Moderate	$$$
High	$$$$

2 Prevalence

Approximate gauge of how commonly the tactic is used to directly fund capital renewal

Less than 10% of institutions	●○○○
11%–30% of institutions	●●○○
31%–50% of institutions	●●●○
51%–100% of institutions	●●●●

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Find detailed implementation guidance for each tactic at eab.com/ff/fundingplaybook

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