



NATIONAL VOTER REGISTRATION DAY

Event Enhancement Grants Request for Proposals

Grant Awards: \$500-\$1,000

Proposals Due: 5pm EST, Tuesday, September 4th.

Decisions Made: By Friday, September 7th.

Project Overview

On September 25th, 2018, thousands of volunteers, election administrators, and organizations will hit the streets for the seventh annual National Voter Registration Day. This single day of coordinated volunteer, technology and media efforts will create widespread awareness of voter registration opportunities – allowing us to reach hundreds of thousands of voters who we could not reach otherwise.

Proposals Sought:

To succeed in that goal, we need groups to hold successful voter registration events in communities across the country on National Voter Registration Day.

The purpose of this grant is to enhance current events being planned to ensure a larger impact. The contracts that may be granted will be based on an organization's ability to set goals and carry out effective events for National Voter Registration Day. The plan submitted should be based on meeting the following goals:

- Must register the event on [the National Voter Registration Day Event Tool](#)
- Events must be nonpartisan and separate from a group's issue advocacy work
- Should engage their local election officials
- Should make a reasonable effort to generate advance publicity through press release / media advisory, PSAs, paid ads, and/or signs across community

Proposal Instructions:

Please include the following in your written proposal of no more than 1 page:

- Organizational description and Contact information
- Event description and goals that you plan to achieve for National Voter Registration Day 2018, be specific about:
 - Target number of voter registrations you aim to collect (new or updated).
 - Demographics of the audience you aim to engage.

- Brief overview of past work and participation for National Voter Registration Day
- Projected budget and amount requested - not exceeding \$1,000. *Funds may be spent on [event banners](#) (we can provide hi res logos), [t-shirts](#) for staff and volunteers, [additional posters and stickers](#), event decorations, A/V system rentals, event space, ads to promote the event, related staff time, etc.*

Priority will be given to organizations who have credible plans to meet:

- High goals of voter registrations collected, or
- Who reach an unexpected or surprising audience, or
- Who reach a key low-propensity voting group.

Decisions will be made with regard to achieving geographic spread and a variety of organization types represented. Groups with experience working with diverse communities, including but not limited to, non-English speakers, communities of color, people with disabilities, and bipartisan groups are highly encouraged to apply.

Budget & Process:

- Request amounts should be within \$500-1,000 depending on scope of work.
- Multiple contracts may be granted to a network organizing multiple events.
- Payments will be issued in early September.

Reporting:

Contracted organizations will submit results after National Voter Registration Day, and no later than October 15, including:

- Number of voters registered
- Volunteers participated
- Media coverage generated
- Pictures and other supporting documentation demonstrating how event enhancement funding was used.

Timeline:

Proposals are due by 5pm EST on Tuesday, September 4th.

Decisions will be sent out by September 7th.

Please send proposals to Lamont Harrell at lamont@nationalvoterregistrationday.org