FRIENDS OF NACD DISTRICT GRANT PROGRAM

Request for Proposals

Program Background

The Friends of NACD Program enables individuals to support the nation’s 3,000 conservation districts through cash donations to NACD. As Friends of NACD, individuals contribute at four donation levels (between $35 to $1500), with each level entitling members to specific benefits.

Included as a benefit to Friends of NACD is the opportunity to support individual conservation districts through the Friends of NACD Grant Program. As of Fiscal Year 2020, donations through Friends of NACD will support 4 Grants, up to $2,500 each, to be awarded at NACD’s 2021 Annual Meeting in New Orleans, Louisiana.

District and Project Eligibility

Districts are encouraged to think creatively in how they can use the funds to conduct new activities or test novel approaches to their operations. Any conservation district meeting the following criteria is eligible to apply:

- District must have paid NACD dues at any level in the previous fiscal year (FY 2020)
- District must submit a proposal and budget through the online application form
- Projects must contribute to the Mission of NACD while expanding the district’s operations and capacity into new areas
- Districts must be able to complete proposed activities within 13 months of notification of award (by March 1, 2022).
- Funds may be used for any novel activities for the district, but no more than 10% of the grant funds may be used for administration of the grant. Project examples include:
  - Outreach activities such as workshops or developing new training materials
  - Resource assessments or small-scale studies of resource needs
  - Opportunities to expand district fundraising, for example the purchase of seedlings for tree sales
  - See example projects from previous winners on the Friends of NACD Webpage
- At this time, previous recipients of Friends of NACD District Grants are not eligible to apply

Guidelines

Districts must apply through the online application form prior to the November 30, 2020 deadline (11:59 PM, local time). Each application must provide basic information about the district, and answer questions related to district capacity and the proposed project. See the application questions at the end of this document. Expect at least 1 hour to complete all questions if you have your answers prepared.

Evaluation of Applicants

All grant applications will be evaluated by members of the NACD District Operations and Membership Services (DOMS) Committee. As a group, the DOMS committee includes representatives from each of NACD’s seven regions, in addition to agency partners, ensuring a diverse team to evaluate the grants.
Each relevant question will be assigned a numerical score. Subjective questions are ranked at the discretion of each member of the selection committee; the final score for each application will be an average of all judge scores. The applicants with the highest scores will be selected for funding based on availability of funds.

**Reporting and Project Deliverables**

Grantees must submit progress updates each quarter until funds are completely spent, and are encouraged to regularly post updates via social media and/or submit information for publication on NACD’s Facebook or in the weekly eResource.

As a final report, grantees must:

- Submit a report of grant activities and outcomes to be published on NACD’s blog, including how the grant expanded district capacity. Blogs must be between 300-800 words and include at least 3 pictures of project activities.
- Submit a one-page outreach document to be used to promote Friends of NACD, highlighting the project and outcomes.

**Project Timeline**

<table>
<thead>
<tr>
<th>ACTIVITY</th>
<th>TIMEFRAME</th>
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</thead>
<tbody>
<tr>
<td>Open Application Period</td>
<td>Oct. 15, 2020 to Nov. 30, 2020</td>
</tr>
<tr>
<td>DOMS Committee Review of Applications</td>
<td>December 2020</td>
</tr>
<tr>
<td>NACD Award Notification and Announcement</td>
<td>February 2021</td>
</tr>
<tr>
<td>Applicant Project Implementation</td>
<td>February 2021 to March 2022</td>
</tr>
<tr>
<td>Applicant Quarterly Reports to NACD</td>
<td>Apr. 15, 2021: Progress Report due covering Feb-Mar. 31</td>
</tr>
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<td></td>
<td>Apr. 15, 2022: Any final reporting due to close the grant, including final reporting activities</td>
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**Contact:**

For additional information, contact appointed staff members:

**Kimberly Uldricks**  
Director of Membership and Staff Lead on DOMS Committee  
kimberly-uldricks@nacdnet.org  
(202) 547-6223

**Ariel Rivers**  
Pacific Region Representative and Staff Member on DOMS Committee  
ariel-rivers@nacdnet.org  
(925) 290-8925
FRIENDS OF NACD DISTRICT GRANTS

Copy of Application

*Districts must complete the [online application form](#) by Nov. 30, 2020 (11:59PM local time)*

As of Fiscal Year 2020, donations through Friends of NACD will support 4 Grants, up to $2,500 each, to be awarded at NACD’s 2021 Annual Meeting, currently planned to take place in February in New Orleans, Louisiana.

Districts are encouraged to think creatively in how they can use the funds to conduct new activities or test novel approaches to their operations.

Any conservation district or state association that meets the following criteria is eligible to apply:

- NACD dues were paid at any level in the previous fiscal year (FY 2020). NACD’s fiscal year runs October 1 to September 30.
- Proposals and budgets must be submitted through this online application form prior to the November 30, 2020 (11:59 PM, local time).
- Projects must contribute to the Mission of NACD while expanding the district’s operations and capacity into new areas.
- Proposed activities must be completed within 13 months of notification of award (by March 1, 2022) and commit to providing quarterly updates to NACD.

Funds may be used for any novel activities for the district, but no more than 10% of the grant funds may be used for administration of the grant. Project examples include:

- Outreach activities such as workshops or developing new training materials
- Resource assessments or small-scale studies of resource needs
- Opportunities to expand district fundraising, for example the purchase of seedlings for tree sales
- See example projects from previous winners on the Friends of NACD Webpage

Districts must apply through [the online application form](#) prior to the November 30, 2020 deadline (11:59 PM, local time). The application includes 5 sections; expect at least an hour to type all responses, if you have your answers prepared.

The form cannot be saved to return to later, but you may edit the proposal details after the application is submitted. Please save the link provided after you submit the application to make any edits.

*Districts must complete the [online application form](#) by Nov. 30, 2020 (11:59PM local time)*

**Contact:**

For additional information, contact appointed staff members:

Kimberly Uldricks, NACD Director of Membership  
kimberly-uldricks@nacdnet.org

Ariel Rivers, NACD Pacific Region Representative  
ariel-rivers@nacdnet.org
Copy of Application Questions

Districts must complete the online application form by Nov. 30, 2020 (11:59PM local time)

* Questions marked with a star are required, and you will not be able to proceed to the next question without providing an answer.

Section One:
1. Email address *

Section Two: Applicant Information:
1. Indicate NACD Region of Applicant District *
   See NACD’s webpage for clarification if needed: https://www.nacdnet.org/general-resources/conservation-district-directory/

   - North Central
   - Northeast
   - Northern Plains
   - Pacific
   - South Central
   - Southeast
   - Southwest

2. Type of Applicant (multiple choice)
   Applicants must have paid membership dues to NACD in Fiscal Year 2020
   - State Association
   - Conservation District
   - Other

3. Applicant Name
   Name of state association or conservation district applying for grant.

4. Contact Person’s Name
   This person will be responsible for all reporting activities.

5. Contact Person’s Phone

6. Applicant Mailing Address

7. Applicant Website

8. Applicant Social Media
   Please include any links to social media accounts (twitter, instagram, facebook). By submitting these links, you authorize NACD to tag or link to these accounts in any promotional activities.
Section Three: Applicant Capacity

These questions will help the selection committee understand your ability to successfully complete proposed activities, as well as the likelihood that the grant will help expand your activities.

1. Number of Full Time Employee (FTE) Equivalent Individuals Employed by Applicant *
   Please indicate the applicant's number of full or part-time employees in FTE equivalents. One full-time employee works 2,080 hours in a calendar year and represents 1 FTE.

2. Date of Last NACD Dues Payment *

3. Dollar Value of Last NACD Dues Payment *

4. Have you applied for an NACD Technical Assistance Grant? (multiple choice) *
   ○ Yes, selected
   ○ Yes, not selected
   ○ No, we did not apply

5. Have you applied for an NACD Urban and Community Grant? (multiple choice) *
   ○ Yes, selected
   ○ Yes, not selected
   ○ No, we did not apply

6. Please submit a brief (100 word) paragraph regarding applicant's annual budget *
   For example, comment on total annual budget, funding sources, and long-term district need.

Section Four: Project Information

1. Project Name *

2. What do you propose to do with your Friends of NACD District Grant? Provide a very clear and succinct overview of your project in one sentence (short answer) *
   For example: Butte Soil and Water Conservation District (BSWCD) will purchase a recycling container for local farmers, ranchers, homeowners and businesses to leave their plastic pesticide, herbicide and other chemical containers for proper handling and recycling. See other examples on the Friends of NACD District Grant Webpage: https://www.nacdnet.org/get-involved/friends-of-nacd/friends-of-nacd-district-grants-program/

3. Project Narrative and Goals (paragraph) *
   Please provide up to 500 additional words describing project in detail, including information on specific resource concerns addressed by the proposed project, and the specific outcomes expected.

4. How will these funds enable your office to conduct new or different activities? (short answer) *

5. How will these funds contribute to professional development of your employee(s)? (short answer) *
For example, will the project help develop new outreach skills like interacting with new audiences, or increase individual project management capacity?

6. What new partners will this project help engage? (short answer) *

7. How will you share the project and results with current and future partners, other districts, government officials, the general public, and/or others? (short answer) *

8. How will these funds relate to the long-term strategy of the district? (short answer) *

9. When this grant concludes, what do you anticipate will be your next steps? (short answer) *

10. How will your project need to change if your area continues to face office closures or limits on gatherings of people in 2021 due to COVID-19? (short answer) *

If you expect no impacts due to COVID-19, please note “N/A”

Section Five: Budget

Use this section to provide your total budget request, as well as any justifications for specific costs.

1. What is your total budget request?
NACD will award up to $2,500 for each grant through the Friends of NACD District Grant Program.

2. What do you plan to use the funds for?
Check all that apply, and provide details in the budget justification.
- Supplies and Equipment
- Outreach Materials (Printing, brochures, banners, etc.)
- Travel (Mileage to complete project activities, etc. No more than 10%)
- Administrative (No more than 10%)
- Other (Explain in detail in budget justification)

3. Budget Justification
Include at least 200 words total describing each budget category as it relates to the project, and the estimated budget for each category. For any Other expenses, please explain in detail what the funds will be used for.