



# NWF Affiliate Mini-Grant Program

## I. INTRODUCTION

The National Wildlife Federation (NWF) is introducing a small matching grant program for affiliates to address organization capacity-building needs and conservation priorities outlined in NWF's strategic plan. This competitive program allows NWF affiliates to use their judgment and creativity to design projects and campaigns that best advance our collective missions in wildlife conservation.

Projects will be evaluated based on the following criteria:

- Will the project help the affiliate build organizational capacity and strength?
- Does the proposal fit in with the goals and objectives of the NWF family mission and strategic plan, with attention to the three strategic drivers: confronting global warming, restoring wildlife and habitats, and connecting people to nature?
- Does the project help create a grassroots movement of people who care about conservation?
- Will the project reach new audiences and promote new partnerships with NWF, between affiliates, and with new partners?
- Is the proposal feasible and has the applicant followed the application guidelines?

## II. ELIGIBILITY

An NWF affiliate organization must be the primary applicant, and must follow these criteria:

- The maximum grant award that can be requested is **\$5,000**
- A source of **1:1 matched funding or in-kind contributions** must be secured and identified beforehand, and incorporated into the proposal.
- Applicants have two years to complete a proposed project, and must submit a final report by January 1, 2010.
- Affiliates undertaking multi-phase projects are welcome to apply for funds. The committee, however, will only consider funding for a single phase at a time. This program is intended as a source of funding for the early stages of projects, not as a multi-year funding mechanism for long term projects.

### Examples of projects that may be funded under this program:

- Projects that build organizational capacity for affiliates to face the challenges in wildlife conservation. i.e. membership recruitment and cultivation, development and major giving programs, website and outreach development, etc.
- On-the-ground restoration, protection, or conservation efforts that benefit wildlife and their habitats.
- Education or outreach projects that increase the awareness and support of wildlife conservation among a non-NWF or affiliate audience.
- Applied research, assessment, or monitoring that addresses problems and concerns surrounding conservation issues while prompting the development of management solutions.
- Advocacy efforts that will positively influence government planning or policy to benefit wildlife resources, including coalition building with other partner organizations.

**NWF will *NOT* fund the following types of projects:**

- Land acquisition efforts, including conservation easements.
- Advocacy and 501(c)(4) campaigns that are politically partisan, endorse specific candidates or political parties.
- Projects that request salary expenses for government agency personnel or staff for affiliates or their partners.
- Partially or fully completed projects that are seeking reimbursement for expenses.

**III. SCHEDULE, PROCESS, AND REVIEW CRITERIA**

The schedule and associated deadlines for the 2008 funding cycle are listed below:

July 1, 2007	Applications are emailed to affiliates and available on website
August 31, 2007	Recommended deadline to check in with Regional Rep and NWF Regional Board Director to discuss proposal
October 1, 2007	<u>Final deadline</u> for NWF to receive proposals (postmark date)
Oct-Nov 2007	NWF Review Committee grant selection meetings
December 2007	Grant announcement letters and agreements are mailed
January 2008	Grant checks will be mailed to the Affiliate representative as identified on the application form

Affiliate proposals will be reviewed, scored, and prioritized by a committee of NWF staff representing the affiliate affairs department. The committee evaluates all proposed projects and makes final funding decisions by December of each year.

There are limited financial resources available for this program and competition will be rigorous. Before August 31, 2007, applicants are encouraged to notify their Regional Representative and NWF Regional Board Director that they will be submitting a proposal. Grant seekers should use this opportunity to get advice and guidance from regional staff on potential project applications before submitting a final proposal.

The review committee will use the criteria below to rank proposals, and those that address all four criteria below will be given greater weight than those that do not.

**The Committee will use the following criteria to evaluate projects:**

**A. Affiliate Capacity Building** – Does the project provide new tools for the affiliate to pursue conservation programs? Measures include:

- Affiliate leadership development
- Recruiting new members
- Engaging more members in affiliate activities
- Building infrastructure
- Increasing credibility and making new alliances with partners
- Improving plans or skills to implement conservation campaigns

**B. Relevance to the NWF mission and Strategic Plan** - Does the project address key issues in NWF's Strategic Plan? Is the project nationally or regionally significant? Measures include:

- NWF Strategic Driver #1: Addressing global warming
- NWF Strategic Driver #2: Restoring Wildlife and Habitats
- NWF Strategic Driver #3: Connecting people to nature

(Note – to review NWF’s strategic plan in detail, please go to: <http://affiliates.nwf.org>)

**C. Movement Building and Outreach** – Does the project aid in bringing more people into the conservation movement? Is there a plan for communicating the project work or results with the broader community? What is the scope of impact? Measures include:

- Bringing new people and organizations into conservation issues that matter
- Increasing visibility in local and regional media
- Increasing the skills and knowledge of non-NWF/affiliate audiences about wildlife conservation issues
- Communicating project work or results directly to non-affiliate audiences

**D. Technical Merit** – Measures include:

- Did the applicant follow all the grant guidelines?
- Is the work plan feasible and scientifically sound?
- Are the costs reasonable and commensurate with anticipated effort and benefit?
- Is there a plan to measure and evaluate project outcomes?

#### **IV. APPLICATION PROCEDURES**

All applicants must fully complete the attached application and send it to NWF no later than **October 1, 2007**, to be considered for the 2008 funding cycle. **Applications must be limited to FIVE PAGES total, 12 point Times New Roman font, with one-inch margins.** Please note that extensions are *not* granted. Please email application to: [affiliaterelations@nwf.org](mailto:affiliaterelations@nwf.org) and ask for confirmation to insure your message was received. If you have questions, please contact your NWF Regional Representative or Heather Meese at 703-438-6486.

#### **V. OTHER INFORMATION**

- All successful grant recipients must submit to NWF a final report by January 1, 2010. Information and requirements on format and content will be provided after the proposals have been awarded. Projects that don’t get completed in time must also submit a progress report by this deadline and explain reasons for delay. A final report is still required when the project is completed.
- Unexpended project funds must be returned promptly to NWF at the conclusion of the project. Such funds will be used in the grant program for future projects.
- NWF will post summaries of each year’s successful grant proposals on the internet, and may use selected passages, photos and materials from successful applications in press releases and other outreach activities. By applying for a grant, the applicant agrees to this use, which will be addressed in more detail within the grant agreement that must be signed before the funds are awarded.