



National Organization for Women Foundation

NOW Foundation GOTV Grants for the 2022 Midterm Elections Grant Application

NOW Foundation

The National Organization for Women Foundation (“NOW Foundation”) is a 501(c) (3) organization devoted to achieving full equality for women through education and awareness and litigation.

The Foundation focuses on a broad range of women’s rights issues, including economic justice, pay equity, racial discrimination, women’s health and body image, women with disabilities, reproductive rights and justice, family law, marriage and family formation rights of same-sex couples, representation of women in the media, and global feminist issues.

The NOW Foundation is affiliated with the National Organization for Women, the largest feminist grassroots organization in the U.S., with hundreds of chapters and hundreds of thousands of contributing members and supporters.

Purpose

The purpose of the GOTV grants is to increase the feminist vote in the 2022 midterm elections.

The grants are specifically to engage in 501 C (3) GOTV work in targeted communities and the GOTV program cannot advocate for a specific candidate.

Timetable

August 8, 2022 - Request for Grant Applications sent to all State and Chapter leaders.

September 15th. - Final submission date

September 25th - all decisions on grants will be finalized, but they will be made on a rolling basis depending on date of submission.

August 20th and 21st – Mandatory Midwest Academy Mandatory Training

August (TBD) - Mandatory webinar on 501 C (3) Permissible GOTV work

November 30 - Grant report due with metrics to show number of contacts and how contacted and any events that the grantees did to support their GOTV efforts.

Project Overview

The NOW Foundation will provide grants to do targeted GOTV work to get out the feminist vote in the 2022 Midterm elections.

The NOW Foundation is a 501 C (3) organization and cannot engage in candidate specific electoral work or advocate for a candidate to win. The GOTV work will be targeted to reach a feminist audience who will be interested in voting for women's issues.

Grantees will develop a GOTV plan that may include activities such as phone banking, door to door canvassing, tabling at targeted events or in targeted areas, leafleting, peer to peer texting, social media, motorcades, voter registration, and other permissible 501 (C) 3 voter engagement.

Project Goals

The goal of the GOTV Grant project is to increase feminist turnout in the 2022 midterm elections through targeted GOTV programs.

Grant amounts range from \$1- \$15,000 and are based on approval by the grants committee.

Evaluation metrics & criteria

All grantees must keep metrics for evaluation purposes on the provided sheet. These will include number of contacts, number of events, voters registered, number of volunteers, etc.

Submission requirements of the proposal

Prospective Grantees will need to provide a detailed 501C (3) project that includes the following elements:

1. The activities that you will engage in.
2. How the project will be organized and implemented.
3. How your outreach will be targeted to reach women and feminist voters, and why you have chosen those targets.

4. A timetable for your project.
5. A detailed budget for your project.

Additional requirements:

1. All Grantees must send at least one person, preferably the project leader, to a Mid-West Academy training on organizing scheduled for August 20 and 21st. (If you are thinking about applying send someone to the training, you are encouraged to send more than one person)
2. All Grantees must send at least one person, preferably the project leader, to a NOW Foundation webinar on permissible 501 C (3) activities in elections. (If you are thinking about applying send someone to the training, you are welcome to send more than one person)
3. All projects must be entirely 501 (C) 3 projects.
4. All written materials must be preapproved by the Grantor prior to publication and use.
5. All Grantees must provide detailed receipts for any money spent on the project, provide all receipts to the Grantor and return any unused balance prior to November 30, 2022.
6. All Grantees must provide an evaluation and metrics by November 30, 2022.

Contact Information for Questions and submission

Questions about the RFP should be directed to Bear Atwood at vp@now.org.

Grant applications should be submitted <https://airtable.com/shrw21lqAOUTdv52M>.

The final deadline for submitting proposals is September 15th at 11:59 PM ET. Decisions will be made on a rolling basis as proposals are submitted.