



## Application Detail

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Application ID

Submitted

Status

Applicant(s)

Organization

Program and cycle

State Media Assistance

Tags

No tags

Forms

[NEA State Media Assistance](#)

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## Affiliate Information

### Affiliate Attributes

**Affiliate Type \***

**Are you a Local Option UniServ? \***

**Number of Affiliate Members \***

**Number of Potential Affiliate Members \***

## Request Information

### Request General Information

**Total Request Amount \***

**Grant Term (in months) \***

**Will you accept a shorter term? \***

**Geographical area served by the grant? \***  
Select State or Country that is MOST impacted.

**Project Title \***

## Request Primary Grant Contact

Enter the Primary Contact for this request below. Contact Role column must be set to "Primary Contact"

Records: 1

Is primary:

Prefix:

First name:

Middle name:

Last name:

Email address:

Office telephone:

Office extension:

Mobile telephone:

Contact Role (Set to "Primary Contact"):

Contact title:

## Request Detail

Will the project impact the work of staff assigned to your affiliate? If yes, has this been discussed with the manager of the impacted staff? \*

Please provide a bullet point list of communications objective(s). \*  
5 Max.

Provide an explanation of how the proposed paid media will support the Association's strategic objectives. \*

## Research

Provide an explanation of existing research data being used to inform communications strategies. \*

Provide an executive summary of research, if available OR an explanation of how new baseline research will be conducted including ... \*

Who will conduct research

How will research be conducted

When the research will be conducted

Cost of the research

Who pays for the research

## Message and Audience

Who are the target audience(s)? \*

Outline the key messages. \*

## Execution

Provide an explanation of communications strategy and recommended tactics. \*

Explain the proposed media selection and where is it to be placed. \*

## Measurement

Please provide a plan for measuring success including indicators and methods. \*

## Timeline of Campaign

Detail the timeline of the proposed campaign. \*

## Strategic Objectives

Which one of the NEA goals is most aligned with the purpose of your grant proposal? \*

Advance Racial Justice in Education

Which one of these ten content areas ("content clusters") best describes the primary focus of your grant proposal? \*

Student Advocacy and Success

Select up to five keywords (out of 50) that further describe your grant program content and focus: \*

## Budget

## Anticipated Results

### Results Summary

#### Statement of Need \*

Please include information that outlines the established need or problem(s) that this grant will address. Utilize data, research and/or NEA program alignment to support the need and your approach. Include information about the targeted area of the grant, such as demographics and geographic area.

#### Grant Strategy \*

The strategy your grant will employ to address the Statement of Need above.

#### Evaluation Plan \*

Please outline the overall evaluation plan for your proposed grant. A partnership with higher education affiliates is encouraged, but not required. The evaluation plan should include an overall evaluation of the grant implementation, capacity building, communications, goals and measurable outcomes.

#### Sustainability Plan \*

How the affiliate plans to sustain the grant work after the grant term ends.

### NEA Quantitative Metrics

Anticipated # Members Engaged \*

0

Anticipated # Potential Members Engaged \*

0

Anticipated # Members Recruited \*

0

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**Anticipated # of Sharable  
Resources Developed \***

**Anticipated # Leaders  
Identified \***

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## Program Specific Quantitative Metrics

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**Anticipated # Facebook Page  
Followers \***

**Anticipated # Twitter Followers  
\***

**Anticipated # Youtube Channel  
Viewers \***

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## Grant Specific Metrics

### Goal 1

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**Goal 1 Description \***

**Goal 1 Measurable Outcome(s) \***

**Goal 1 Key Activities \***

**Goal 1 Anticipated Total Engagement \***



**Goal 1 Affiliate \ Staff Leadership Engagement Roles and Purposes \***

**Goal 2**

**Goal 2 Description**

**Goal 2 Measurable Outcome(s)**

**Goal 2 Key Activities**

**Goal 2 Anticipated Total Engagement**

**Goal 2 Affiliate Staff/Leadership Engagement Roles and Purposes**

**Communications**

**Terms**

**Terms**

**Grant Terms:**

1. Only NEA affiliates are eligible for these NEA grants. By applying for this grant, you affirm that your affiliate is an NEA affiliate subject to the requirements of the NEA Constitution and Bylaws.
2. Record all member recruitment and engagement data (one on ones, new members, and new leaders) in My Workers VAN, NEA360, or another mutually acceptable and accessible database that allows the information to be appended to the member's profile.
3. Funds will be provided to the affiliate as documented progress is reported and outcomes are achieved, per NEA approval.
4. Progress reports are due electronically in the format provided as agreed upon. This includes budget reports comparing the actual expenses incurred during grant implementation with the original budget. If significant changes are being made to the approved work or budget, the primary grant contact should contact their assigned NEA liaison for prior approval.

5. Affiliate leaders will share program development, materials, and key learnings with other affiliates electronically (e.g., virtual events and [www.mynea360.org](http://www.mynea360.org)) and/or at appropriate events.
6. Any grant funds received will be spent by the end of the grant term in accordance with the approved goals, program, and budget. NEA reserves the right to request any remaining funds be returned if unused by the end of the term, or if there has been a lack of progress. If the grant term needs to be altered, the affiliate should contact their assigned NEA liaison for consideration/approval.
7. NEA has the ability, based upon reporting and other discovery, to withhold grant payments if it is determined there is a lack of appropriate progress.
8. A NEA liaison will be assigned to each awarded grant. The affiliate grant contact will respond promptly to communications from the NEA liaison.
9. Grantees are expected to promote the grant program and utilize the NEA brand on all communications and materials as part of the approved communications plan.
10. If your grant request is approved, the information provided in this application will constitute the grant agreement between NEA and your affiliate, including all goals, deliverables and proposed outcomes, and budget. NEA reserves the right to request additional clarifications or terms as part of the grant agreement, which will take the form of an addendum and be mutually agreed upon by NEA and your affiliate.
11. Your affiliate agrees to assign to NEA all right, title, and interest to any copyrightable works, trademarks, and other intellectual property that arises from any course curriculum, professional development sessions for educators, micro-credential courses or similar activities created by your affiliate using the grant funds (collectively, the "Intellectual Property"). In exchange for this transfer of rights, NEA grants your affiliate a limited license to use, reproduce, distribute, and publicly display the Intellectual Property solely in connection with that affiliate's everyday business activities.
12. Election Activities as Applicable - Your affiliate agrees that grant funds will not be used to make a contribution or expenditure in connection with any election for federal, state, or local public office, or for any other purpose constituting an "exempt function" activity as defined in Section 527 of the Internal Revenue Code, 26 U.S.C. § 527.
13. Lobbying Activities as Applicable - Your affiliate understands that funds expended for lobbying activities may require registration and/or reporting pursuant to state or local lobbying disclosure laws. Affiliates should contact NEA Office of General Counsel for guidance.
14. By accepting grant funds, your affiliate agrees to use the funding for the specific purpose(s) as outlined in your grant application, as modified and approved by NEA; to submit all requested reports; and to return any funds not used for the purposes outlined in the grant at the end of the grant term. For accounting purposes, NEA has determined that the grant funds are unconditional with donor restrictions. If awarded, please make sure this language is shared with your business manager for accounting purposes.
15. If awarded, grantees are to keep accurate and separate records to document Grant expenditures.
16. NEA reserves the right to review or audit applicable expenses of awarded Grants.
17. If awarded, NEA may terminate this grant at any time if the grantee fails to perform any of its material obligations or materially breaches its representations under this grant, including if grantee uses the funds for any purpose apart from those shown in the grant. If NEA terminates this grant in accordance with this paragraph, its financial obligations under this grant will cease and grantee will refund to NEA any amount paid.

**If your grant is awarded for \$250,000 or greater, these following terms and conditions will also apply:**

1. In recognition of the scale of NEA investment, your affiliate agrees as a condition of receipt of these grant funds, that it shall not disaffiliate from NEA or its state affiliate for at least five years after the date this MOU is executed.
2. If your affiliate terminates its affiliation with NEA or takes any action that justifies NEA's termination of said affiliation under its governing documents and/or policies, this grant agreement will terminate as of the effective date of termination of affiliation. Within thirty days after the effective date of termination of this agreement, pursuant to this section, your affiliate will pay to NEA, as liquidated damages, the full amount of payments made by NEA to your affiliate as part of this grant.
3. The parties agree that any disaffiliation effort, either attempted or completed, shall entitle NEA to a temporary restraining order, preliminary injunctive relief and permanent injunctive relief from a court of competent jurisdiction.

## Agreement to Terms

Name of Person Authorized to Agree to Grant Terms \*

Title of Person Authorized to Agree to Grant Terms \*

## Attachments

Proposed Media Plan Budget \*

Attach additional documents/information below:

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