



REQUEST FOR PROPOSALS

2012 Massachusetts National Service Disability Inclusion Mini-Grants

INCLUSIVE WEBSITE DESIGN MINI-GRANT

Application Deadline: March 27, 2012

I. GENERAL INFORMATION

The Massachusetts Service Alliance will provide mini-grants of \$750 to \$3,000 for National Service programs operating in Massachusetts to improve websites used for recruitment of National Service members or participants, by ensuring that website content is accessible and welcoming to people with disabilities.

We seek to provide funding for up to 10 programs to implement Inclusive Website Design recruitment projects. If funds are available, additional rounds of mini-grants will be offered on a rolling basis; contact nweiner@mass-service.org to inquire about continuing funding opportunities and RFPs.

II. ELIGIBILITY FOR FUNDING

The following types of programs are eligible to apply for mini-grant funds: Any **AmeriCorps State**, **AmeriCorps National Direct**, **Senior Corps (RSVP, FGP or SCP)**, or **AmeriCorps VISTA** program currently operating in Massachusetts is eligible to apply. MSA will consult with the CNCS Massachusetts State Office before awarding mini-grants to VISTA or Senior Corps programs.

Funds may be used to hire a professional web consultant to enhance compliance with Web Content Accessibility Guidelines (WCAG) or make the site more welcoming to people with disabilities; or to pay existing program/IT staff time towards designing an accessible and inclusive website or enhancing its appeal to individuals with disabilities.

III. TIMELINE/PROCESS

February 14, 2012:	Request for Proposals released
March 27, 2012:	Applications due
April 12, 2012:	Notification of awards
April 13 – April 19, 2012:	Budget clarification period; Grant period begins*
October 31, 2012:	Grant period ends

* *Mini-grant activities may begin immediately upon final budget approval.*

IV. SUBMISSION REQUIREMENTS

- A. Narrative
- B. Timetable for Activities and Results
- C. Budget Summary and Budget Narrative

V. APPLICATION INSTRUCTIONS

- A. One- to three-page narrative in 12 point font explaining the proposed Inclusive Website recruitment initiative. In the narrative please address the following:
 1. What **challenge, need or problem** have you identified related to inclusive website design in order to recruit members with disabilities?
 2. What specific **website design elements** would you like incorporate in order to make your website more inclusive to individuals with disabilities?
 3. What is the **timeline** for the activities? Please describe key activities in the narrative **and** complete Attachment A.
 4. What are the **outcomes or results** you hope to achieve through this initiative? How will your program be different if the project is successful? (*Examples: Increased number of inquiries or applications from qualified people with disabilities; increased referrals from organizations serving people with disabilities.*)
 5. **Who will be responsible** for overseeing this project?
 6. **Who will be responsible for actually carrying out the website content or design changes** (e.g. professional web consultant, existing IT staff, etc.)? What program staff will participate?
- B. **Timeline for Activities and Results**
Complete the attached form (**Attachment A**).
- C. **Budget**
Complete the attached **Budget Summary** and **Budget Narrative** forms (**Attachment B**).

VI. ALLOWABLE ACTIVITIES

Including but not limited to:

- Paying a professional web consultant or existing organization IT staff to make program website or web-based recruitment materials accessible according to WGAC guidelines, and/or incorporating inclusive and welcoming images into the program's website.
- Reimbursing travel for consultant or staff only if necessary for consulting with disability organizations regarding inclusive website practices, or traveling to program site to record pictures of individuals with disabilities doing direct service.
- Buying limited supplies as necessary for completing inclusive website design project.
- Please note the FY12 federal maximum rate for consultants is \$750 per day.

VII. NON-ALLOWABLE ACTIVITIES

Including but not limited to:

- Website upgrades or enhancements unrelated to increasing accessibility or inclusion of people with disabilities.

- Website upgrades or enhancements unrelated to the program's recruitment of National Service members or participants.
- Development of other non-web-based recruitment materials. *(These may be funded through Disability Inclusion Recruitment & Outreach mini-grants.)*
- Purchase, construction or repair of tangible equipment costing over \$1,000.
- Purchase of supplies not directly related to the website project.

VIII. REPORTING EXPECTATIONS

- A. The award will be disbursed as a lump sum mini-grant. Each program will be required to submit a final fiscal report no later than November 15, 2012, with appropriate expense documentation and a check for any unspent funds. The fiscal report format will be provided with grant award.
- B. A programmatic progress report will be required at the end of the contracted term, due no later than November 15, 2012. This report will address activities, results, and any modifications made to the project as originally proposed.

IX. SUBMISSION PROCEDURES

Applications must be received by MSA by March 27, 2011 by 5:00 p.m.

Applications may be emailed to: nweiner@mass-service.org

Or mailed to:

Massachusetts Service Alliance
Attn: Naomi Weiner
100 North Washington Street, 3rd Floor
Boston, MA 02114

Or faxed to: 617-542-0240, attention: Naomi Weiner

If you are emailing the application you must either scan or fax the signed budget summary form by the application deadline, and then mail a hard copy of the signed budget summary form.

If you have questions please email Naomi Weiner at the address shown above, or call her at 617-542-2544, ext. 218.

***Note: Narratives over three pages in length will not be considered for funding.**

TIMELINE FOR ACTIVITIES AND RESULTS

Please see next page for examples of activities, output results, and outcome results.

Project Activity	Target Date for Activity Completion (By 10/31/12)	Output Results: Products or Deliverables (To be Completed by 10/31/12)

Outcomes or End Results (How will your program be different as a result of having the products or deliverables described above?)
How will you measure or track these outcomes (i.e., how will you know whether you have achieved the outcomes?)
Results should ideally be increases in the actual number of inquiries or applications from qualified applicants with disabilities or in referrals from organizations serving people with disabilities; or in selection and placement of such individuals with your National Service program.)

1. For each output you might have one or more activities. Example of activities might include:
 - a) Assessing needs through focus groups, meetings, review of existing materials, etc.
 - b) Gathering information, conducting interviews, developing or writing content.
 - c) Working with one or more consultants to format and create website materials.
 - d) Uploading and testing web content.
 - e) Implementing survey, analyzing results, etc.

2. Examples of outputs (products or deliverables) might include:
 - a) Web-based recruitment materials that incorporate images of people with disabilities, welcoming language for inclusive recruitment, etc.
 - b) Web page materials describing “success stories” of people with disabilities that have served with your program.
 - c) Web-based, anonymous member survey to determine number and satisfaction of individuals with disabilities serving with your program.
 - d) Redesigned website under WCAG guidelines to recruit members with disabilities (copy of WCAG guidelines will be sent to all interested parties along with this application).
 - e) Redesigned member service descriptions on website to promote inclusion of qualified people with disabilities.
 - f) Formalized partnerships with disability organizations to promote AmeriCorps and refer qualified applicants.

3. Examples of outcomes (short-term and long-term impacts on your program’s recruitment of individuals with disabilities) might include:
 - a) Increased inquiries, applications and/or selection of individuals with disclosed disabilities.
 - b) Increased referrals from partner organizations serving individuals with disabilities.

**Massachusetts Service Alliance
2012 Inclusive Website Design Mini-Grant
Budget Summary Form**

Legal Name of Agency _____
Executive Director _____
Employer ID _____
Program Director/Contact _____
If different from above:
Fiscal Contact (FC) _____

Complete the summary budget below.

LINE ITEM	A Massachusetts Service Alliance Funding
1. Supplies	
2. Consulting/ Contractual Services*	
3. Travel **	
4. Other	
Total Budget	

*Consultant /contractual service fees may not exceed the rate of \$750 per day.

**Mileage reimbursement may not exceed .55 per mile.

I certify that the information contained in this application is correct and complete and that the applicant agency has authorized me, as its representative, to file this application.

Typed Name:	Title:
Signature:	Date:

Attachment B

Complete the Budget Narrative below:

Notes:

1. Consultant / Contractual Services must show a daily rate and the number of days of service to be provided (See Section VI, Allowable Activities. Rate may not exceed \$750/day).
2. Supplies over \$500 must be itemized with description, quantity and per-item cost.
3. Travel expenses must be itemized (e.g. # miles x .55/mi.). Mileage reimbursement may not exceed .55/mi.

LINE ITEM	TOTAL REQUEST	DESCRIPTION
		<i>Please see notes above. Describe what goods or services will be purchased or what expenses will be incurred, and itemized description of how "Total Request" was calculated.</i>
1. Supplies		
Subtotal		
2. Consulting/ Contractual Services		
Subtotal		
3. Travel		
Subtotal		
4. Other		
Subtotal		
TOTAL BUDGET		