



REQUEST FOR PROPOSALS

2012 Massachusetts National Service Disability Inclusion Mini-Grants

RECRUITMENT & OUTREACH MINI-GRANT

Round One Application Deadline: March 27, 2012

I. GENERAL INFORMATION

The Massachusetts Service Alliance (MSA) will provide mini-grants of \$4,000 to \$6,000 for National Service programs operating in Massachusetts, to implement recruitment initiatives that target individuals with disabilities as National Service members or participants, and promote inclusive recruitment, selection, and support practices.

We seek to provide funding for up to six (6) programs to implement and recruitment and outreach 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), AmeriCorps VISTA, or Learn and Serve America** program operating in Massachusetts is eligible to apply for a mini-grant. MSA will consult with the CNCS Massachusetts State Office before awarding mini-grants to VISTA or Senior Corps programs.

Proposed activities must be geared toward recruiting AmeriCorps members or Senior Corps or Learn and Serve participants with disabilities to serve in Massachusetts, or supporting members or participants currently serving in Massachusetts.

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 four-page narrative in 12 point font explaining the proposed recruitment initiative. In the narrative, please address the following:
 1. What **challenge, need or problem** have you identified related to recruiting members/service participants with disabilities?
 2. What are the **proposed activities to be conducted** to address the identified challenge, need or problem? (*Examples: Create alternate formats of materials; Create an inclusive recruitment display; Sponsor an event or service project with an organization serving individuals with disabilities; contract with an organization in the disability community to provide feedback on your recruitment process*)
 3. What is the **timeline** for the activities? Please describe key activities and completion dates in the narrative **and** complete Attachment A.
 4. What specific **products or deliverables** will be accomplished with the mini-grant funds? These should be **results of project activities** (*Examples: Recruitment materials; Display or presentation; Data analysis; Event or project; Process enhancements; New organizational partnerships*)
 5. **Who will be responsible** for the initiative? What program staff or other individuals will participate?
 6. 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: More inquiries or more applications from people with disclosed disabilities; More referrals from organizations serving people with disabilities*)
7. **Timeline for Activities and Results**
Complete the attached form (**Attachment A**).
8. **Budget**
Complete the attached **Budget Summary** and **Budget Narrative** forms (**Attachment B**).

VI. ALLOWABLE ACTIVITIES

Including but not limited to:

- Developing and producing recruitment materials in accessible formats, and/or materials that showcase people with disabilities serving with AmeriCorps, Senior Corps, or Learn and Serve.
- Partnering with an organization that serves individuals with disabilities to implement recruitment activities. (*Examples: field trips to observe your program; inclusive service projects, educational presentations*)
- Developing display materials for use in recruitment events that show individuals with differing abilities doing service.
- Exhibitor fees, travel expenses, materials production, or other expenses for program staff to participate in recruitment events sponsored by organizations serving people with disabilities.
- Working with a consultant* to design, implement and analyze an anonymous member/participant survey.

- Working with a consultant* to review and evaluate member/participant service descriptions, recruitment processes, or materials; or to design and produce such materials.

***Consulting and contractual services funded under this grant may not exceed the rate of \$750 per day** (excluding reimbursable travel and out of pocket expenses). *The \$750 daily rate is a ceiling. Budgeted contractual and consulting costs should not exceed usual / prevailing rates for the type of service provided, if prevailing rates are lower than this maximum.*

VII. NON-ALLOWABLE ACTIVITIES

Including but not limited to:

- Developing recruitment, retention, or training materials without regard to accessibility.
- Recruitment or support initiatives that do not include targeted outreach to individuals with disabilities.
- Purchasing food (*unless incidental and approved in advance by MSA*).
- Purchase, construction or repair of tangible equipment costing over \$1,000, or permanent alteration of physical space (e.g., a ramp, accessible bathroom).
- Purchase or rental of personal use items (e.g., wheelchairs, prosthetic limbs, eyeglasses or hearing aids).

VIII. CRITERIA FOR FUNDING

Priority will be given to:

- A. Initiatives that include one or more specific deliverables that can be completed within the project time frame. A deliverable may be a product such as a website, print materials, or surveys; or a process or systems improvement as long as it is documented.
- B. Initiatives that include people with disabilities and/or organizations serving people with disabilities as advisors, consultants or partners.
- C. Initiatives that will benefit the program's ability to recruit individuals with disabilities beyond the period covered by the mini-grant.

IX. 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.

X. 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.

Narratives over four pages in length will not be reviewed.

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)	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 selection and placement of such individuals with your National Service program. Results may also be improved information about your program's successes and challenges in this area, or changes in your recruitment processes and systems to increase inclusion).

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 materials.
 - d) Printing materials, uploading and testing web content.
 - e) Implementing survey, analyzing results, etc.
 - f) Giving presentations, convening meetings to develop relationships with the disability community.
 - g) Planning and carrying out an event.

2. Examples of outputs (products or deliverables) might include:
 - a) Printed recruitment materials in alternative formats.
 - b) Printed recruitment materials that incorporate images of people with disabilities, welcoming language for inclusive recruitment, etc.
 - c) Speaker's bureau or print materials describing "success stories" of people with disabilities that have served with your program.
 - d) Anonymous member survey conducted to determine number and/or satisfaction of individuals with disabilities serving with your program.
 - e) Redesigned member service descriptions or selection processes to promote inclusion of qualified people with disabilities.
 - f) Formalized partnerships with disability organizations to promote AmeriCorps and refer qualified applicants.
 - g) Completion of an event that engaged potential members / participants with disabilities.
 - h) Information about member/participant opportunities distributed to qualified individuals with disabilities.

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 Disability Inclusion Recruitment & Outreach 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

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		