



Turnout Grants Application

FINAL - Jan 3rd, 2022

NOTE: The application must be submitted via Google Form, linked on the Turnout Grants website: turnoutpac.org/turnout-grants/. Paper applications are not accepted.

Please email emily.kowey@turnoutpac.org with any questions.

Form Introduction:

Thank you for applying to the Progressive Turnout Project's Turnout Grants Program! We are excited to launch this new initiative and look forward to working with grassroots organizations in 2022. The priority deadline is Monday, February 28th, 2022 at 5pm CST. The application will close on Friday, April 29th, 2022.

This application has 5 sections, with a total of 33 questions.

If you have questions please reach out to emily.kowey@turnoutpac.org.

Please review the Turnout Grants webpage for clarification on criteria, FAQs, expectations of grant recipients, past recipient case studies, and more: <https://www.turnoutpac.org/grassroots-grants/>

SECTION 1

1. Email
2. First Name
3. Last Name
4. Phone Number
5. Organization
6. Your Role at Organization
7. Full Mailing Address
8. Do you work in one of PTP's Key States? Please select from drop down:
9. If you work in a state not listed above or work in multiple states, please share:
10. Organization Website
11. Twitter Link (if applicable)
12. Facebook Link (if applicable)
13. Instagram Link (if applicable)
14. Other Social Media (if applicable)
15. Organization Classification
 - a. With option to select: 501(c)(3), 501(c)(4), PAC, State PAC, Super PAC, other
 - b. In submitting your application please keep in mind contribution limits that you may receive from other entities.

16. Check all that apply about your organization:
 - a. My organization has a specific focus on BIPOC (Black, Indigenous, People of Color) voters.
 - b. My organization has a specific focus on queer and/or trans voters.
 - c. My organization has a specific focus on voters for whom English is not their first language.
 - d. None of the above.
 - e. Other:
17. Check all that apply about your organization's leadership:
 - a. My organization is BIPOC (Black, Indigenous, People of Color) led.
 - b. My organization is queer and/or trans led.
 - c. None of the above.
 - d. Other:
18. How did you hear about the Turnout Grants Program? Email, referral, etc.? From who?

SECTION 2: Organization Details

19. Organization Mission Statement
20. Organization History (When and why did you start?)
21. What voter communities do you serve/work with?
22. Please upload a summary sharing your organization's voter contact numbers from the last election cycle. This should include an overview that has metrics on the number of voters your past programming has contacted and the results of that work (e.g. your annual impact report or similar).
23. Please upload two years of FEC, State Campaign Finance, IRS, or other similar financial reports. If your organization has been in operation for less than two years, please share at least one report.

SECTION 3: Grant Request

Instructions: The Progressive Turnout Project Grassroots Grant Program is a new initiative to expand voter contact and partnerships in 2022. Through this program we will provide individual grants of up to \$250,000 in early funding to grassroots organizations across the country.

Please share below how much grant funding you are applying for. Grant requests can be big or small, such as \$1,000 for voter registration guides, or up to \$250,000 to redesign and expand your organization's one-on-one voter contact efforts.

24. Amount of Grant Funding Requested
25. Breakdown of Request Budget (upload spreadsheet)

SECTION 4: Grant Request

Instructions: Please share in detail your plan, goals, and vision for how this funding will impact your organization. Further questions about grant requests will be asked during semi-finalist interviews.

26. What goal(s) will this grant funding allow you to accomplish for the 2022 electoral cycle? What is your timeline for achieving this?
27. What are some of your biggest voter contact successes?
28. Do you build relationships year-round or are you focused solely on electoral programs?
29. How does multiplying your budget translate into more voter engagement? For example, if you double your budget does that mean you reach twice as many voters?

30. How do you build capacity with early investments?
31. Are you testing new voter contact strategies? If so, what are you testing? Why did you choose this?
32. How do you work around issues like VAN not reliably allowing for voter ethnicity research?
33. Beyond financial funding, what else would be helpful? Could you use more volunteers or a broader audience?

SECTION 5: Agreements

If you apply by the priority deadline of Monday, Feb. 28th, 2022, your application will be reviewed by late February 2022. If you are selected as a semi-finalist, you will be invited (via email) to participate in a virtual interview in early March 2022. This interview will be with members of the Progressive Turnout Project staff. Priority deadline finalists will be notified in early April 2022.

Applicants who apply after February 28th, 2022 will have their applications reviewed on a rolling basis. The application closes on Friday, April 29th, 2022. You can expect a funding decision late May or early June.

If selected as a finalist, your organization will be expected to participate in a Grant Program Orientation virtual meeting, provide a mid cycle update (July/August 2022), potentially participate in a virtual round table with other grantees (September 2022), and provide a final grant impact/voter contact report (late November 2022).

More details about these requirements are listed in the FAQ section of the grant website: turnoutpac.org/grassroots-grants/

Questions? Please email the Grassroots Grant Manager, emily.kowey@turnoutpac.org

34. "I have read the statement above and agree to participate in the Progressive Turnout Project Turnout Grants Program in full if selected as a finalist." Please type your name below.
35. Today's Date