January 14th, 2022

Turnout Grants Program FAQ:

1) When does the application open and close?

The application opened on Monday, January 3rd, 2022. The priority deadline is Monday, February 28th, 2022. The application closes on Friday, April 29th, 2022.

2) How much grant funding can I request?

Organizations can apply for grant funding up to $250,000. Requests can be a range (such as $1,000-$5,000) or a specific number (such as $10,000). With either request, applications must include a detailed budget breakdown of how funding is expected to be spent/allocated.

3) What types of organizations are eligible to apply?

The following organization types are eligible to apply: 501(c)(3), 501(c)(4), PAC, State PAC, or Super PAC.

4) Do any organization types get a priority for funding? (example: 501(c)(4) have priority over PAC)

No, there is no preference or priority amongst the organization types. All are eligible to apply.

Please note: Some organization types have restrictions on the work they can do (example: 501(c)(3)s must remain non-partisan) or the amount of money they can accept per year. Please make sure you are aware of your organization's limits before applying.

5) What are the most important elements of a good application?

The most important elements are a defined voter contact plan for 2022 and detailed budget breakdown on how you anticipate spending the grant funding.

6) What is the timeline for the application process?

The priority deadline is Monday, February 28th, 2022. Applications received by the 28th will be reviewed in March, and semi-finalists will be contacted for an interview. Interviews for priority deadline semi-finalists will happen in mid to late March. Finalists will be announced in early April, with early funding distributed soon after.

Those that apply after the priority deadline will have their applications reviewed on a rolling basis. The final date to apply to the Turnout Grants program will be Friday, April 29th, 2022.

7) Should I have a professional grant writer complete my Turnout Grants application?

No, this is not necessary. PTP wants the Turnout Grants program and application to be accessible to all organizations.

8) What tone should I use in my application?

A formal tone is recommended.

9) Should I include letters of support from community members or partners in my application?

This is not necessary or required. There is a place to upload one letter of support in the application if a group would like to. This must be a .doc or .pdf.

10) When will grant money be distributed?

If selected as a priority deadline finalist, grant funding will be distributed by early April. If you apply after the priority deadline, your application will be reviewed on a rolling basis. If selected as a finalist, funding will be distributed in May or June.

11) When can the grant money be used?

The grant money can be used as soon as it is received. Funds must be used by November 8th, 2022.

12) What are Progressive Turnout Project's Key States for 2022? Are these a priority?

Yes, PTP's Key States are a priority. These states are Arizona, Florida, Georgia, Iowa, Maine, Maryland, Michigan, Minnesota, Nevada, New Hampshire, New Mexico, North Carolina, Ohio, Pennsylvania, South Carolina, Texas, Wisconsin. If you do not work in these states you are still eligible to apply.

13) Can an organization submit multiple applications?

No, only one application per organization.

14) Can multiple organizations work on one application/project?

Yes, multiple organizations can collaborate to apply for funding for a project. Please select one organization that will act as the fiscal agent and have that organization submit the application. Please include details of all the partner organizations, their roles with the project, the amounts of money that will be dispersed to them, and how it will be spent.

15) Can this program support programs that are receiving funding elsewhere?

Yes, programs that are receiving grant funding from multiple organizations/Foundations for a project(s), are able to apply. Please specify how funding from Turnout Grants will be spent and share which other organizations/Foundations you are receiving funding from.

16) My organization works in multiple states, can I still apply?

Yes, you can apply if your organization works in multiple states. There is a question on the application to share which states you work in. Please specify how the requested funding will be used in each state (shown in your budget breakdown and outreach plan).

17) What proposals have been funded in the past?

Please check-out the [Postcards to Swing States Case Study](#) for an example of a proposal that was funded by PTP in the past.

18) What results are grantees expected to share?

Grantees will be expected to share a mid-program report in July or August. Grantees will be invited to participate in a Round-Table discussion of their work in September. A final report and budget will be expected by December 2022.

The mid-program report will ask finalists to share a budget update, a short summary of the project's progress, and pictures (subject to change).

19) Can campaigns submit a proposal?

No, these grants are not for candidate or party committees.

20) Can funding include staff overhead?

Funding can be used to hire/pay staff to support the project you are applying for. Funding cannot be used for staff development.

21) What can funding be used for?

Some examples of what funding can be used for:

- Collaborating with faith leaders to advocate for collective voter turnout action
- Voter registration
    - Drives to engage new voters
- Youth engagement development
- Voter education
- Innovative contact strategies for voter engagement
- Testing impact of new local initiatives on community turnout

22) Who is Progressive Turnout Project? What work do they do?

[Progressive Turnout Project](#) is the largest voter contact organization in the country, specifically dedicated to mobilizing the Democratic Party and defending democracy. Our mission: Rally Democrats to Vote. Since our founding in 2015, Progressive Turnout Project has helped more than 137 Democrats win races up and down the ballot. Our efforts to connect with inconsistent Democratic voters via one-on-one conversations increased voter turnout in elections an average of 10.4%.

The Progressive Turnout Project Turnout Grants Program is a new initiative to expand voter contact and partnerships in 2022. PTP will provide grants to organizations that are already doing voter contact work, and could use funding to expand their efforts in new and innovative ways. Together, this cohort and PTP can create more innovative strategies to get more of the Rising American Electorate to vote in the upcoming election cycle. The Grant Program will complement PTP's existing programming while supporting additional research and building capacity for direct voter contact.

23) Additional Questions?

Please contact Emily Kowey, Grassroots Grant Manager, at emily.kowey@turnoutpac.org