

Matching Funds Guidelines – October 2006

Some major changes are being made to the Matching Funds Program, beginning October 1, 2006. Please review them carefully as you plan your chapter / federation public relations / recruiting program.

First, *every* Matching Funds request received at NARFE Headquarters *must* include the name and address of the chapter/federation officer designated to receive the Matching Funds check.

No request will be accepted or processed at HQ without such information. If the information is not included, it will be returned to the federation president who submitted it, so be sure that information is included in the request before it goes to the federation president.

Also, please note that no request for an amount less than \$100 will be considered.

Second, every chapter and federation that receives Matching Funds is *required* to provide an "**After Action Report**" on how the money was spent-including receipts-as well as what was accomplished. This report *must* reach National HQ as soon as possible following completion of the project. A copy of the After Action Report-with copies of the receipts-must also be sent to the federation president.

Failure to provide such a report will affect the chapter or federation's future Matching Funds requests.

Similar to requests for Matching Funds, this report can be e-mailed or mailed to the address below. There will be no reminder memo at the end of the year.

All chapters and federations that receive Matching Funds must generate this report to be considered for other Matching Funds during the same or next calendar year.

Otherwise, the procedure for applying for Matching Funds remains the same. Please remember that the Matching Funds program was conceived to be a financial assistance to chapters or federations for public relations and/or membership recruitment *advertising*. Proposals that include advertising will receive priority consideration.

As in the past, no Matching Funds will be approved for large-scale "free" memberships. Also, proposals for internal mailings to chapter or federation members will not be approved. If a chapter or federation seeks to publicize a special event or special meeting *to the general public*, such a request will be considered.

The procedure to request matching funds is:

First, determine the nature of your public relations / membership recruiting proposal. This must be as detailed as possible. For instance, if you are planning to run advertisements in the local paper announcing a chapter meeting-maybe with a special guest speaker on a topic that would be of interest to the general public-you'll need to include the cost of the ads, the size of the ads, the potential general audience and the potential number of prospective members who might see and respond to the ad. (*NOTE: All newspaper ads must be at least one quarter page in size and be run for a minimum of three times.*)

Second, once this is determined, submit all of this information to your federation president. The federation president will then examine the proposal and send it to National HQ. (The federation president's recommendation will play a role in evaluating the request but is not the final dispensation.)

Also, if it is feasible, the federation might offer to add some state funds to the local funds, increasing the money that National will match. For example, a chapter with a proposed budget of \$600 would ask for \$300 from National. If the federation agrees to add \$100, National would then match \$400, allowing the chapter to increase its budget to \$800, which would further enhance the outreach program. Proposals from federations should be transmitted directly to National by the federation president.

All Matching Funds requests, as well as all After Action Reports, can be mailed to NARFE Public Relations, 606 N. Washington Street, Alexandria, VA 22314, or via e-mail at pubrel@narfe.org.

The National PR Office is available to discuss proposals and offer assistance in designing them, if requested. If you have a question on the eligibility of a Matching Funds proposal, call PR at 703-838-7760, ext. 369, or send an e-mail to pubrel@narfe.org.