

Matching Funds - Instructions

NARFE National has a "Matching Funds" program which provides financial assistance to Chapters, Districts and Federations for Public Relations, Membership Recruitment and Qualifying Special Events.

Examples of eligible activities:

You plan to run advertisements in the local paper announcing a Chapter/District meeting with a special guest speaker that would be of interest to the general public.

You plan to set up a booth at one or more events (like a state fair, boat show, Senior Extravaganza, etc) that reach out to non-NARFE members, should attract potential members, and local funds are not sufficient to pay to advertise the event, pay for hand out materials, etc. Chapters and Districts are encouraged to partner up on events.

Procedure to request matching funds

1. The Chapter/District Vice President must prepare a detailed PR/Membership Recruiting/Qualifying Special Event "Matching Funds" proposal. Though not required, it is recommended that the proposal be coordinated with the Federation PR and/or Recruiting Chair. The proposal must include, at a minimum:
 - An explanation of the proposed event or events.
 - The potential general audience (number and type) and prospective new members who might see and respond to the ad and/or attend the event.
 - The size and frequency of the ads (all newspaper ads must be at least ¼ page in size, and be run for a minimum of three times), and the estimated cost.
 - If the proposal is for an event, the estimated costs of any other items being purchased for the event.
 - The name and address for the NARFE officer to receive the "Matching Funds" check.
2. Submit the completed proposal to the Federation President by mail or email, with copies to the PR Officer and Membership Chair, as appropriate.
3. The Federation President will promptly examine the proposal, and if he/she finds it in order, forward it to National.
 - The Federation President's recommendation will play a role in evaluating the request, but is not the final NARFE decision.

Some points to remember:

1. The Federation might be able to add some funds to the local funds, thereby increasing the money that National might match, using the Chapter Assistance Program.
 - For example, the Chapter/District's proposed budget might be \$600, of which \$300 would come from the Chapter and \$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.
 - The combined contributions of multiple Chapters and/or Districts, which we encourage, can reduce individual Chapter costs.
2. "Matching Funds" will not be approved for large-scale "free" memberships. If a drawing for a free membership or two is a small portion of a Chapter or Federation Public Relations request, it will probably be approved. But a request strictly for "free" memberships, to retirees, spouses, or current employees, will not be rejected.
3. Proposals for internal mailings to Chapter or Federation members will not be approved. However, if a Chapter/District or Federation seeks to publicize a special event or special meeting to the general public, such a request will be considered by National.
4. **No request for an amount less than \$100, nor large scale free memberships, nor retention efforts, will be considered.**
5. An "After Action Report" must be prepared by the Chapter/District/Federation and sent to National as soon as possible following completion of the project. Copies of receipts for all expenses must be included.

Interested?

All Districts and Chapters are urged to work with our PR Chair to develop advertising programs, and our Recruitment Chair to develop recruiting programs, which will qualify for Matching Funds.

For Help with your project, please contact:

Public Relations Chair

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