

State Media Grant FAQs

Completing your Grant Application

The program will request the following information for your paid media grant proposal:

Applicant ID/Password

You will be required to create an NEA **Applicant ID** and **Password** if you are applying for the first time. To create a new NEA Applicant ID and Password, click the **New Applicant?** link under the E-mail input box on the first page of the application and follow instructions.

Affiliate IRS Information **Select from Drop Down Box**

IRS Employee ID Number (EIN), Affiliate Legal Name,
Doing Business As & Tax Registration Date

Affiliate General Information

Mostly will populate upon selection of IRS information. However, you will be required to answer: “Number of Affiliate Members” and “Number of Potential Affiliate Members.” **Information NEA is gathering from all grant applicants.**

STATE AFFILIATES, leadership information (President\Executive Director) is pre-populated by the system, so you may skip this section.

Affiliate Partners

Will you be partnering with other NEA affiliates on this project?

REQUEST INFORMATION **the following questions in this section MUST be answered**

Request General Information: include submission date,

Project Title (**You must give your application a Title – Preferably NOT “State’s name 2027 Media Campaign”**);

\$\$ Amount Requested;

Grant term (1 year);

Is your State Affiliate aware of this grant application?;

Geographical Area Served by the grant;

Primary Contact for grant and their contact info

Request Detail

Will project impact affiliate staff [**Note: staff salary may NOT be compensated under this grant**]

Provide up to five (5) bullet points of communications objective(s) [**Sentences not paragraphs**]

Provide explanation of how the proposed paid media will support the Association’s strategic goals

Research

Explanation of existing research data being used to inform communication strategies.

Executive summary of research, if available [**May be submitted as attachment**]

OR

Explanation of how new baseline research will be conducted

Who will conduct research

How the research will be conducted
When the research will be conducted
Cost of the research
Who pays for the research

Message & Audience

Target audience(s)
Key message(s)

Execution

Explanation of communication strategy and recommended tactics
Explanation of proposed paid media selection and where it is to be placed
Paid media production and placement plan and budget

Measurement

Provide a plan for measurement of success, including measures and timing

Timeline of Campaign

Detail the timeline of the proposed campaign (**Timelines for the overall communications campaign to include proposed paid media**)

Strategic Objectives [This information is being collected enterprise wide]

Which one of these ten content areas ("content clusters") best describes the primary focus of your grant proposal? (**Select from drop down list.**)

Select up to five keywords that further describe your grant program content and focus: (**Select from drop down list.**)

Non-Affiliate Partners

Will you be partnering with any non-affiliate organizations on this project? (**If not, please answer "NO"**)

PROJECT BUDGET (Some of the sections do not pertain to the Media Grant Program) Media grants may not fund personnel positions or purchase equipment.

Enter your anticipated budget amounts for each budget category. Please note that you will be required to submit ACTUAL SPENDING by budget category via online progress and final reports (**this actual accounting is now expected of the media grant program in both progress and final reports.**).

RESULTS SUMMARY:

Statement of Need, Grant Strategy, Evaluation Plan and Sustainability Plans (**Required from all NEA grant programs. Some might not directly translate to the Media Grants Program. We will tweak as we go along.**)

NEA QUANTITATIVE METRICS [Provide values for all applicable quantitative metrics below. For those metrics not applicable to your grant request, leave default value of zero (0).] [**Several of the questions do not pertain to the Media Grant Program; the defaults response would be zero (0).**].

Anticipated # Members Engaged, Recurited, etc., Anticipated # of Shareable Resources Developed; Anticipated # Community Stakeholders Engaged ; Anticipated # Leaders Identified

PROGRAM SPECIFIC QUANTITATIVE METRICS

Anticipated # Facebook Page Followers; Anticipated # Twitter Followers; Anticipated # YouTube Viewers

GRANT SPECIFIC METRICS [Please provide detail for up to eight (5) goals specific to this grant request.] [**At Least one (1) must be entered**]

Goal Description; Measureable Outcome(s); Key Activities; Anticipated Total Engagement; and Engagement Roles and Purposes

Additional information to be included as attachments:

Detailed budget [is required for submission -- Please do not submit Excel files; submit as a PDF]. PLEASE SUBMIT Progress report of most recent previously funded grant(s) [required for submission] [Report Format: Grant ID Number (if there is one), Grant Title; objectives of grant; Progress on grant—any challenges encounters; what was learned (**your** analysis, not the media buyer's report); Complete budget accounting of grant expenditures, compared to projected budget; and links to media and ads produced by the grant.]

Research (executive summary of existing research)

NEA GRANT TERMS (This is now mandatory to ALL NEA grant programs)

1. After initial notification of the award, (if more than \$100,000) one-half (1/2) of the approved funds will be provided to the affiliate upon receipt of an invoice on affiliate letterhead. The remaining funds will be provided to the affiliate upon receipt of the 6-month progress report, as documented progress and outcomes are achieved.
2. Progress reports are due electronically, in the format provided, upon completion of the campaign or every six (6) months if you undertake a year-long campaign. Reports should include budget reports comparing the actual expenses incurred during grant implementation with the original budget. If significant changes are being made to the approved work, the primary grant contact should contact their assigned NEA liaison.
3. Affiliate leaders will share program development, materials, and key learnings with other affiliates electronically (e.g., virtual events and www.mynea360.org) and/or at appropriate events.
4. Any grant funds received will be spent by the end of the grant term in accordance with the approved goals, program, and budget. NEA reserves the right to request any remaining funds be returned if unused by the end of the term, or if there has been a lack of progress. If the grant term needs to be altered, the affiliate should contact their assigned NEA liaison for consideration/approval.
5. NEA has the ability, based upon reporting and other discovery, to withhold grant payments if it is determined there is a lack of appropriate progress.
6. A staff liaison from NEA will be assigned to each awarded grant. The affiliate grant contact will respond promptly to communications from the NEA liaison.
7. Grantees are expected to promote the grant program and utilize the NEA brand on all communications and materials as part of the approved communications plan.
8. If your grant request is approved, the information provided in this application will constitute the grant agreement between NEA and your affiliate, including all goals, deliverables and proposed outcomes, and budget. NEA reserves the right to request additional clarifications or terms as part of the grant agreement, which will take the form of an addendum and be mutually agreed upon by NEA and your affiliate.
9. Your affiliate agrees to assign to NEA all right, title, and interest to any copyrightable works, trademarks, and other intellectual property that arises from any course curriculum, professional development sessions for educators, micro-credential courses or similar activities created by your affiliate using the grant funds (collectively, the "Intellectual Property"). In exchange for this transfer of rights, NEA grants your affiliate a limited license to use, reproduce, distribute, and publicly display the Intellectual Property solely in connection with your affiliate's everyday business activities.

****If your grant is awarded for \$250,000 or greater, the following terms and conditions will also apply:**

1. In recognition of the scale of NEA's investment, your affiliate agrees as a condition of receipt of these grant funds, that it shall not disaffiliate from NEA or its state affiliate for at least five years after the date this MOU is executed.
2. If your affiliate terminates its affiliation with NEA or takes any action that justifies NEA's termination of said affiliation under its governing documents and/or policies, this grant agreement will terminate as of the effective date of termination of affiliation. Within thirty days after the effective date of termination of this agreement, pursuant to this section, your affiliate will pay NEA, as liquidated damages, the full amount of payments made by NEA to your affiliate as part of this grant.
3. The parties agree that any disaffiliation effort, either attempted or completed, shall entitle NEA to a temporary restraining order, preliminary injunctive relief and permanent injunctive relief from a court of competent jurisdiction.