



## Democracy Voucher Outreach Fund Request for Proposals

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### GOALS AND PURPOSE

The Democracy Voucher Program has established this funding opportunity to increase diversity and representation of Democracy Voucher usage and achieve greater equity for underserved communities.

The Democracy Voucher Program has budgeted \$225,000 to award to 501(c)(3) community-based organizations to conduct outreach to underserved communities in Seattle.

Community organizations are asked to submit proposals that respond to one or more of the following:

- Promote civic engagement in underserved communities by educating residents about the Democracy Voucher Program.
- Provide program education and enrollment to lawful permanent residents with a high degree of cultural competency.
- Remove barriers to the program by providing in-language program education and distributing translated program materials.

### PRIORITIES

We will prioritize applications from organizations that serve Black, Indigenous, People of Color, limited-English communities, lawful permanent residents, immigrant/refugees, People with Disabilities, East Africans, Asian Pacific Islanders, Latinx, low-income, LGBTQ+, unsheltered individuals, youth, and more.

Democracy Vouchers are available to Seattle residents who are:

- At least 18 years of age;
- Either a U.S. Citizen, U.S. National, or lawful permanent resident ("green card holder"); and
- A resident of Seattle for at least 30 days.

### ELIGIBILITY FOR CONTRACT

- Organizations must be non-partisan.
- Organizations must be 501(c)(3) organizations working in Seattle, Washington (or have a 501(c)(3) fiscal sponsor).

### APPLICATION TIMELINE

Proposals Due September 18, 2020

### CONTRACT TYPES

Organizations are invited to apply for one of two categories:

- 1. Education and Enrollment Program**  
Up to \$30,000
- 2. Community Event(s)**  
\$500-\$5,000

### ELIGIBILITY

501(c)(3) organizations (or organizations with a 501(c)(3) fiscal sponsor) working in Seattle, Washington.

### CONTACT

[DemocracyVoucher@seattle.gov](mailto:DemocracyVoucher@seattle.gov)

(206) 727-8855



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### FUNDING AVAILABLE

A total of \$225,000 in contracting opportunities are available to community organizations. Applicants may apply for only one contract type.

**1. Education and Enrollment Program – May be up to \$30,000**

Contracts will be awarded to organizations that provide an ongoing education and enrollment program through **August 31, 2021**.

**2. Community Event(s) – May range from \$500-\$5,000**

Contracts will be awarded to organizations that provide a single or series of event(s) intended to educate and/or enroll residents. Events must be completed by **August 31, 2021**.

### TIMELINE

- **August 17, 2020 and August 20, 2020** - Optional information sessions (will be held remotely).
- **September 18, 2020** - Proposals are due by 4:00pm.
- **October 9, 2020** - Notice of award.
- **October 16, 2020** – Awardee kick-off (will be held remotely).
- **November 9, 2020 and November 16, 2020** - Required training (will be held remotely).
- **August 31, 2021** - Outreach activities must be completed.

### SUBMIT A NARRATIVE: QUESTIONS AND CRITERIA

Please submit a narrative answering the following questions. Proposals will be selected and funded based upon the degree to which the narrative meets the following criteria.

***Please limit narratives to 5 total pages.***

#### 1. Education and Enrollment Program Contract Criteria

| Section  | Questions for you to answer:   | What we're looking for:   |
|--|--|---|
| <b>A. Target population (15 points)</b>          | <ul style="list-style-type: none"> <li>• What is your target population(s) for this outreach effort?</li> </ul>  | <ul style="list-style-type: none"> <li>• Does the organization know the needs of the communities?</li> </ul>  |
| <b>B. Experience (20 points)</b>                 | <ul style="list-style-type: none"> <li>• How does your organization currently serve and interact with the targeted communities?</li> <li>• What are the roles of the staff and/or volunteers who will be implementing the outreach activities?</li> </ul>                            | <ul style="list-style-type: none"> <li>• Does the organization have the expertise to effectively educate and engage residents?</li> <li>• Is the organization equipped to implement the proposed outreach activities?</li> </ul>  |
| <b>C. Outreach Plan &amp; Budget (50 points)</b> | <ul style="list-style-type: none"> <li>• What are your strategies to increase engagement with the Democracy Voucher Program? Please describe your outreach plan, detailing activities and strategies.</li> <li>• How will you measure success? Describe what a successful</li> </ul> | <ul style="list-style-type: none"> <li>• Does the organization identify specific strategies and plans that address the unique needs of the targeted communities?</li> <li>• Does the organization demonstrate knowledge of effective and realistic outreach and engagement strategies within budget?</li> </ul> |



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|                                |   |   |
|--------------------------------|---|---|
|                                | <p>outcome(s) looks like for your community.</p> <ul style="list-style-type: none"> <li>• What is your budget for the activities? Use the provided budget template to outline your activities, existing resources/expertise, and budget needs.</li> </ul> |   |
| <b>D. Tracking (15 points)</b> | <ul style="list-style-type: none"> <li>• How will your organization track and evaluate the effectiveness of its strategies?</li> </ul>  | <ul style="list-style-type: none"> <li>• Does the organization clearly outline how it will track the results or effectiveness of strategies?</li> </ul> |

### 2. Community Event(s) Contract Criteria

| Section  | Questions for you to answer:   | What we're looking for:   |
|--|--|---|
| <b>A. Target population (15 points)</b>          | <ul style="list-style-type: none"> <li>• Who is your targeted community(s) for the event(s)?</li> </ul>  | <ul style="list-style-type: none"> <li>• Does the organizer know the needs of the community?</li> </ul>   |
| <b>B. Experience (20 points)</b>                 | <ul style="list-style-type: none"> <li>• How do you currently interact with the targeted community?</li> </ul>   | <ul style="list-style-type: none"> <li>• Does the organizer have the expertise to effectively educate and engage residents?</li> </ul>  |
| <b>C. Outreach Plan &amp; Budget (50 points)</b> | <ul style="list-style-type: none"> <li>• What are your strategies to increase engagement with the Democracy Voucher Program? Please describe your event(s) in detail.</li> <li>• What is your budget for the event(s)? Use the provided budget template to outline your activities, existing resources/expertise, and budget needs.</li> </ul> | <ul style="list-style-type: none"> <li>• Does the organizer specify how the event(s) will meet the unique needs of the targeted community?</li> <li>• Does the organizer demonstrate knowledge of event budgeting?</li> </ul> |
| <b>D. Tracking (15 points)</b>                   | <ul style="list-style-type: none"> <li>• How will you track and evaluate the effectiveness of the event(s)?</li> </ul>   | <ul style="list-style-type: none"> <li>• Does the organizer clearly outline how to track the results or effectiveness of event(s)?</li> </ul>   |



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### HOW TO SUBMIT A PROPOSAL

**1) By email (preferred). Must be received by 4:00pm on September 18, 2020.**

Email: [democracyvoucher@seattle.gov](mailto:democracyvoucher@seattle.gov)

**2) By mail. Must be received by September 18, 2020.**

Mail the proposal to:

Seattle Ethics and Elections Commission  
Democracy Voucher Program  
PO Box 94729  
Seattle, WA 98124-4729

### RESOURCES AVAILABLE TO ORGANIZATIONS

If organizations have questions about the application process, staff are available by phone or email at (206) 727-8855 or [democracyvoucher@seattle.gov](mailto:democracyvoucher@seattle.gov). E-mail us your contact information if you would like to keep-in-touch about any updates to the contract process.

Staff will remain available to organizations throughout the duration of the contracts and may require a monthly check-in.

Existing program materials, such as translated documents, will be provided free of charge to organizations.