

2023 NCRAL Mini-Grant Application

Membership Recruitment & Retention Mini-Grant

(Version date November 1, 2022)

At the NCRAL convention of 2018, the Region agreed to develop two types of mini-grants for NCRAL affiliates: (1) membership recruitment & retention and (2) affiliate recruitment. Each mini-grant is worth up to \$250, and usually, only one of each type of mini-grant will be conferred annually. Under unusual circumstances, the Executive Officers may increase the size of the awards and the number of mini-grants.

Eligibility: To receive a mini-grant, the applying affiliate (club, society, or association) must be an Astronomical League (A.L.) member organization (i.e., an NCRAL affiliate). In addition, the affiliate's A.L. dues for the following year must be paid at the time the grant's funds are disbursed (e.g., if the mini-grant is conferred in May of one year, the A.L. dues for the following year must already be paid – A.L. dues must be paid by July 1 of each year).

Obligations: The NCRAL affiliate that receives a mini-grant agrees to adhere to all requirements and procedures outlined here. The affiliate agrees to prepare – at the end of the funded activity – a written report sufficient to allow other affiliates to replicate successful results. This report must include a detailed description of activities, a summary of expenditures, and both baseline and post-activity data as indicators of success or failure. This report must be submitted to the NCRAL Chair in time for publication in the Winter issue of the *Northern Lights* newsletter the year immediately following the mini-grants activities (e.g., mini-grants awarded in May one year must be reported by the end of November of the same year.)

Requirements: Mini-grant funds must be expended within six months of the date on which they are awarded (e.g., funds conferred in May of one year must be spent by November of the same year unless an extension is approved in advance by the NCRAL Chair). Funds may not be used to pay salaries, purchase equipment (anything over \$100), or provide for travel beyond the cost of gas. Funds may be expended on contractual (e.g., printing, meals, travel, honoraria, up to 50% dues payment for non-A.L. affiliate, convention registration) and commodity items (e.g., giveaways, consumable supplies).

Procedures: A mini-grant may be awarded only after receiving a proposal written by the president of an NCRAL affiliate. The mini-grant application (found below) must be completed and submitted by the stated deadline. Submit the completed application (page 2 of this document, an interactive PDF) via email to NCRAL Vice Chair Bill Davidson at rochesterskies@outlook.com

Deadline: The application deadline for all mini-grants is March 31 of the year in which they will be conferred.

Selection: NCRAL Executive Officers (Chair, Vice Chair, Secretary-Treasurer, Representative to the A.L.) and prior recipients (Presidents of recipient affiliates, if any) will be responsible for reviewing all proposals and determining which proposals will be funded by majority vote. The basis for the decision will focus on the feasibility of activities, likelihood of success, potential impact on the Region, the availability of matching funds, and replicability by other NCRAL affiliates, among other factors of significance to the voters.

Announcement: The announcement of successful mini-grant proposals will be made at the annual business meeting of the Region, which is usually held in the spring of each year (April or May). Award checks will be forwarded as soon as A.L. dues payment for the following year is confirmed.

(Application follows on next page. This is an interactive PDF.
Place your cursor in the space directly behind the ":" and start typing.)

Application for Membership Recruitment & Retention Mini Grant: Recruitment without retention efforts can be fruitless in the long term. NCRAL, therefore, most desires applications for related recruitment and retention activities that are innovative and replicable by other affiliates. Please complete all questions on this application form. Return by March 31 to NCRAL Vice Chair Bill Davidson at rochesterskies@outlook.com

Name of Applicant: _____

Affiliate Name: _____

Email: _____

Phone: _____

1. Please describe the proposed recruitment activities. _____

2. Describe proposed retention activities. _____

3. Explain to what extent the proposed activities are innovative. _____

4. Explain the extent to which these activities would be replicable by other NCRAL affiliates. _____

5. Describe benchmark and baseline data that you will use to determine if the proposed activities are successful. _____

6. Explain in detail how you expect the mini grant's funds to be spent given the contractual and commodity expenses restriction. _____

Optional: Feel free to address any other factors that should be considered by reviewers that relate to the merit of the proposal (feasibility of activities, the likelihood of success, and potential impact on the Region).
