Project Overview

On September 22nd, 2015, volunteers, election administrators, and organizations will hit the streets for the fourth annual National Voter Registration Day. This single day of coordinated volunteer, technology and media efforts will create widespread awareness of voter registration opportunities--allowing us to reach tens of thousands of voters or more who we could not reach otherwise.

Proposals Sought:

One of the main goals of National Voter Registration Day is to register new voters to participate in the upcoming election in November 2015. We need groups who have a strong local and/or national presence and to recruit organizations to hold voter registration events on National Voter Registration Day.

The contract(s) that may be granted will be based on an organization's ability to set goals and carry out an effective outreach plan for National Voter Registration Day. The plan submitted should be based on the following numbers:

- Partners recruited
- Events held
- Voters registered
- Volunteers participating

Example types of organizations that may be able to receive outreach contracts are:

Contracted organizations can include, but are not limited to, the following focus areas:

- Civic engagement or national nonprofit networks
- Capacity building/technical assistance networks
- National fraternities and sororities
- Diverse outreach to racially, geographically, and socioeconomically marginalized communities
- Non-English speaking community outreach

Proposal Instructions:

Please include the following in your written proposal:

- Organizational bio
- Organizational goals that you plan to achieve for National Voter Registration Day 2015
- Brief overview of past work and participation for National Voter Registration Day
- Past and current work with specific groups including non-English speakers, communities of color, people with disabilities, bipartisan groups
- Project budget for the work being proposed

Decisions will be made based on setting appropriate and realistic goals, past experience with National Voter Registration Day, and experience working with diverse communities, including but not limited to non-English speakers, communities of colors, people with disabilities, and bipartisan groups.

Budget & Process:

- Proposed budgets should generally be within $2,500 - $15,000 depending on scope of work.
- Multiple contracts will be granted.
- Payments will be made in several installments based on progress towards the goal set.

Evaluation:

Contracted organizations will be evaluated based on:

- Partner sign ups through referral tracking system
- Results submitted after National Voter Registration Day based of committed goals for:
  - Events held
  - Voters registered
  - Volunteers participated
  - Final partner sign up count
- Ability to ensure that National Voter Registration Day is accessible to and engaged with all Americans

Timeline:

Proposals are welcome at any time with preference given to those received by **COB on August 1st**.
Rolling decisions will be made starting **August 8th**.

Please send proposals to Fiona Yau-Luu at
fiona@nationalvoterregistrationday.org