



Active 20-30 US & Canada Membership Growth & Retention Committee Grant Application

The Active 20-30 Club of US and Canada is seeking applications for funding to be used towards the bolstering of membership growth and retention for the 2019-2020 fiscal year.

Grant Criteria

1. The grant funds must be used:
 - a. To support a project, program, event or campaign, with the primary purpose of honoring Active 20-30's vision and mission and must:
 - i. Invest in the development of your local club to provide value and improve membership growth and retention.
2. Examples of Growth & Retention projects can include: networking/community outreach events, Membership Appreciation Events, membership drives, and Leadership Development Events.
3. New, creative, and innovative Growth and Retention ideas for your club are encouraged!
4. **You may NOT use National funds towards the purchase of alcohol or other promotional items.**

Application Guidelines

1. The Growth & Retention Committee has a total of \$2,500 available to award for this grant period. There is no minimum or maximum for requests.
2. Each Club may submit one application. Additional criteria include:
 - a. Projects, programs, or events may be partially funded based on the Growth & Retention Committee's allocation of available funds. Funds will not be granted beyond the requested amount.
 - b. There is no guarantee of funds being awarded based on submitting an application for a grant. Funds will be awarded based on merit and the committee's determination as to the best use of these funds.
 - c. Application should include:
 - i. A detailed outline of what the event will entail, including all expected expenses, how you will engage potential new members, current members, and alumni.
 - ii. Whether or not the event could be run with partial/no-support from the National Organization
 - iii. Expected/anticipated results
3. Applications for Growth & Retention funds must be received by **11:59 pm ET on January 31, 2020**. Grant applications submitted after the deadline will not be considered; extensions will not be granted.
4. Clubs will be notified of the status of their application by **11:59 pm ET on February 29, 2019**.



5. Clubs that are awarded funds must apply for reimbursement by **11:59 pm ET on June 30, 2020. Funding can be spent anytime from March 1 – June 30, 2020.**

- a. Funds must be spent between March 1 – June 30, 2019 and reimbursement requests must be submitted by June 30, 2019; **extensions will not be granted.**
- b. Funds must be used for the intended purpose outlined on the budget submitted with the approved Growth and Retention grant application.
- c. Prior to spending, any derivation from the approved application plan must be approved by the Growth and Retention Committee.

6. All applicable receipts and purchase orders must accompany the reimbursement request. An impact statement must be submitted in conjunction with the reimbursement request (via the online portal), including:

- a. A detailed impact and results statement must be submitted for any approved funds highlighting the project/event/program's outcome.
- b. An accurate roster and exit survey must be taken at the event. 6-7 Months following the event, Club must go back over roster and indicate back which event attendees are:
 - i. Club Members in good standing in accordance to club/organizational bylaws
 - ii. Prospective Members
 - iii. Has volunteered at Club Event(s)/Donor/Attended other Club Events
 - iv. No affiliation with Club/Non-Member

Reimbursement requests submitted after the deadline will not be approved; extensions will not be granted.

7. Grant applications, reimbursement requests, and inquiries must be submitted to 2030growth.retention@gmail.com

8. Any Club applying for Growth and Retention funding must meet the following criteria:

- i. The Club's standing members must be updated on the National website.
- ii. The Club's member dues must be current.
- iii. The Club's insurance must be current and must provide proof of insurance with application.
- iv. If (i), (ii), or (iii) are not met, please submit a written report explaining the reasons associated with the criteria.

Receipts must be sent as attachments, NOT in the body of the email. PDF formats preferable but Word or Excel are acceptable.

Please, NO image or jpeg receipts as the images don't always convert clearly. All files to be converted to one file for each club to submit for payment.