



REQUEST FOR PROPOSAL

OVERVIEW

NARCDC invites proposals for sub-awards aimed at promoting NRCS programs and opportunities to underserved communities and beginning farmers. This initiative seeks to enhance outreach through meetings, social media engagement and assistance with program qualification.

PROJECT SCOPE

Organizing Meetings: Conducting meetings and/or conferences to inform and educate underserved communities about NRCS programs.

Social Media Outreach: Utilizing social media platforms to reach and engage with identified audiences, raising awareness of available opportunities and resources.

Assisting with Program Qualification: Providing support and guidance to individuals and groups on how to qualify for NRCS programs.

TIMELINE

- June 1, 2024 RFP Posted/Application Period Opens
- June 12, 2024 Informational Webinar 9 am PST, 10 am MST, 11 am CST, 12 pm EST
 - [Zoom link](#)
- June 21, 2024 Sub-Grant Applications Due
- July 1, 2024 Sub-Grants Awarded
- July 7, 2024- August 1, 2025 Project Period

FUNDING AVAILABLE

- \$25,000 with no council match
- Qualifying Budget Categories: Personnel, Fringe, Travel, Supplies, Contracting, Other

MATCH

No Council Match Requirement



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QUALIFICATIONS

Councils must be a member in good standing.

Proposals will be evaluated on the following criteria:

Experience: Demonstrated experience in outreach and promotion, particularly within underserved communities.

Capacity: Adequate staffing and resources to effectively implement the proposed outreach activities.

Innovation: Creative strategies for utilizing meetings, social media, and other outreach methods for key audiences

Past Performance: Successful track record of similar projects, with references provided.

Quality of Proposal: Clarity, coherence, and comprehensiveness of the proposal.

APPLICATION PROCESS:

Interested RC&D Councils should apply from the application link on the NARCDC website. Deadline is 11:59 p.m. PST June 21, 2024.

ADDITIONAL FUNDING OPPORTUNITIES:

Sub-awardees may qualify for additional social media influencer funding. This will be contingent on the quality of their initial application and the identification of promising influencer opportunities by NARCDC staff and contractors.

CONTACT

For questions or further information, please contact:

Anna Cornelius: anna@nationalrcdc.org 334-405-3125