**Request for Proposal:**

**Mid-West Family**

**2022 Community Awareness Grant**

***Our commitment: the number one priority is our clients; serving the businesses and people of Madison and our surrounding areas with quality multimedia marketing and superior services.***

*Background*   
Mid-West Family is a locally operated multimedia marketing organization that runs eight radio stations in Madison, WI (WRIS, WJJO, WLMV, WOZN, WJQM, WWQM, WMGN, WHIT). In addition to our stations, we have a digital marketing team, interactive media resources, and a sales department. Our company has a long history of supporting and working with area nonprofit organizations in the realm of marketing and public relation campaigns. While there are a number of barriers that hinder nonprofits in Dane County, one frequently cited is the inability to adequately convey the organization’s message to the community. It is our desire to assist a nonprofit organization in launching and implementing a consistent, long-term marketing campaign via a Mid-West Family Community Awareness Grant (MWFCAG). This grant is issued to promote an organization and their mission or message through the use of The Resistance (WRIS), and potentially other Mid-West Family properties.

*Process Overview*  
The review process will have two rounds. A panel comprised of Mid-West Family employees will initially review all submissions. This panel will forward three submissions to the public for one week of promotion. The Resistance (WRIS) will encourage listeners to donate to and promote the nonprofit of their choice, helping us decide which nonprofit will receive the grant. The organization’s history of community service, connection to the community, mission within the community, demonstration of need, population served and geographic region served will also be deciding factors in which nonprofit will ultimately receive the grant. The recipient of a Mid-West Family Community Awareness Grant will receive bonus advertising through [www.altmad.com](http://www.altmad.com) and The Resistance’s social media accounts in addition to a minimum of three-hundred-seventy-five (375) thirty-second commercials, three hundred (300) sixty-second commercials, or combination of the two that will air on The Resistance (WRIS) over the course of the grant year. Unused announcements will be forfeited at the end of the grant year.

*Grant Eligibility*   
To be considered for a Mid-West Family Community Awareness Grant an applicant must:

• Be either a tax-exempt organization under section 501(c)3 of the Internal Revenue Code or a legitimate non-profit organization serving our community;   
• Submit a written proposal to the MWFCAG board;   
• Outline a marketing plan for the grant year;   
• Submit three letters of support; and   
• Agree that, if there are marketing expenditures with other broadcast or print media during the grant period that the largest of these expenditures be matched to Mid-West Family.

*Timetable of Selection Process*

|  |  |
| --- | --- |
| Event | Date |
| Deadline for proposal submission | Friday, November 19, 2021; 5:00pm |
| Top 3 submissions announced to the public for donations/promotion | Monday, November 22, 2021 |
| Award Notification | Tuesday, November 30, 2021 |
| Beginning of grant year | January 1, 2022 |
| End of grant year | December 31, 2022 |

*Requirements for Written Proposal*   
A proposal must contain the following:

1) An Executive Summary in the format and length of the style sheet attached.

2) Names, addresses and titles for current Board of Directors and Executive Director and/or President and/or Chief Executive Officer

3) A narrative that:

i) Is no more than 4, double-spaced typewritten pages, with 1” margins & 12 point font;   
ii) Specifically states where services are directed;   
iii) Specifically identifies the geographic region served;   
iv) Gives a brief history of the organization;   
v) Explains the organization’s mission in detail; and   
vi) Demonstrates a marketing plan with specific goals and anticipated results.

4) Evidence of leadership in our community and a description of any prior successful grant awards.

5) Three support letters, one each from the following: a present board member, a past board member and recognized community member having a direct involvement in your efforts.

6) A copy of IRS determination evidencing 501(c)3 status or other evidence of non-profit status.

7) Most recent audited financial statement and most recent IRS Form 990.

8) Completed and signed attached checklist of all requested materials as first page of proposal.

**Original and one copy of entire proposal must arrive no later than Friday, November 19th at 5:00pm at:**

**Mid-West Family   
Attn: WRIS/Grant Proposal  
730 Rayovac Dr  
Madison, WI 53711**

**The three letters of support may be sent to the same address above separately or they may be included in the proposal.**

*Additional Instruction and Information*

1. Please examine your proposal carefully to ensure that you have completed and affixed the requested checklist, have supplied requested information and that your proposal meets all outlined specifications. ***Incomplete or ineligible proposals will not be advanced to the Selection Committee.***

2. Please submit all materials together by the specified deadline. Any materials submitted under separate cover or after the deadline will not be considered – including letters of support.

3. Please submit the proposal in a file or binder clearly marked “Proposal – MWF 2021 Community Awareness Grant.”

4. Applicants are responsible for verifying the receipt of the proposal at 730 Rayovac Drive by the specified deadline.

*Disclaimer*   
Mid-West Family reserves the right to cancel any resulting agreement, in part or in whole, with sixty days written notice to a participating organization. All announcements must contain the phrase, “Made possible by a grant from Mid-West Family and 106.7 The Resistance (or other participating Mid-West Family station).” Announcements falling under this grant may not be transferred, traded or shared and are not redeemable for cash. Announcements may mention other companies only if no direct monetary compensation was received for this opportunity and company is in good standing with Mid-West Family. No other media or marketing companies may be mentioned in announcements made under this grant.

**Mid-West Family  
Community Awareness Grant**

***EXECUTIVE SUMMARY***(To be included as Second Page of Proposal)

Organization Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact Name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Fax: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

E-mail: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Executive Director: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

President/Chair Person \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Board Members \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please describe the organization and give an overview of services in 50 words or less: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is the organization’s mission statement? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please describe what you want to achieve with this grant in 50 words or less: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Mid-West Family**

**Community Awareness Grant**

***Checklist***

(To be included as First Page of Proposal)

\_\_\_\_\_\_\_\_ Executive Summary as second page of proposal

\_\_\_\_\_\_\_\_ List of names, addresses and titles for current Board of Directors and Executive Director and/or President and/or Chief Executive Officer

\_\_\_\_\_\_\_\_ Four (4)-page narrative

\_\_\_\_\_\_\_\_ Evidence of leadership in the community and prior successful grant awards

\_\_\_\_\_\_\_\_ Three (3) support letters

\_\_\_\_\_\_\_\_ A copy of IRS determination evidencing 501(c)3 status or other evidence of non-profit status

\_\_\_\_\_\_\_\_ Most recent audited financial statement and most recent IRS Form 990

\_\_\_\_\_\_\_\_ One additional copy of entire proposal Signed and dated as complete by Officer

**X\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

Signed and dated as complete by Officer