



## GUIDELINES FOR MATCHING FUNDS REQUESTS

**EVERY** Matching Funds request received at NARFE Headquarters **MUST** include the name and address of the Chapter / Federation officer designated to receive the Matching Funds check. No request will be processed at HQ without this information. Also, no request will be accepted without a specific requested amount. Please note that no Matching Funds can be used for current NARFE members.

To apply for Matching Funds: First, determine the nature of your PR/Membership Recruiting proposal. **This must be as detailed as possible.** For instance, if you are planning to run advertisements in the local paper announcing a chapter meeting or soliciting new members, you must include the cost of the ads, the size of the ads, the potential general audience, and the potential number of prospective members who might see and respond to the ad.

**NOTE: It is our experience that newspaper ads must be at least one-quarter page in size, and should run at least three times. We are willing to discuss this provision if applicants find this will stress their budget.**

Second, once this is determined, submit this information to your Federation President. The Federation President will examine the proposal, and then send it to National HQ. [The Federation President's recommendation will play a role in evaluating the request but is not the final dispensation.] All Matching Funds money must be spent on the proposed project. Proposals from Federations should be transmitted directly to National by the Federation President.

**NOTE: Since NARFE now has its own Pre-retirement Seminar program, no Matching Funds can be used for Chapter-sponsored Pre-retirement Seminars. If you wish to sponsor a pre-retirement session or meeting for local CFEs, Matching Funds can be used as long as it is not advertised as a "NARFE Pre-retirement Seminar."**

Every Chapter / Federation that receives Matching Funds is **REQUIRED** to provide an "After Action Report" on how the money was spent – including receipts – as well as what was accomplished. This report **MUST** reach National HQ as soon as possible following completion of the project. A copy of the After Action Report – with copies of the receipts - must also be sent to the Federation President. Failure to provide such a report will affect the Chapter or Federation's future Matching Funds requests.

The National PR Office is available to discuss proposals and offer assistance in designing them, if requested. If you have a question on the eligibility of a Matching Funds proposal, call PR at 703-838-7760, Ext. 268, or via e-mail at [pubrel@narfe.org](mailto:pubrel@narfe.org). An e-mail version of the Matching Funds Guidelines may also be obtained from [pubrel@narfe.org](mailto:pubrel@narfe.org).

The mailing address for Matching Funds requests and After Action Reports is: NARFE Public Relations, 606 N. Washington St., Alexandria, VA 22314. E-mail: [pubrel@narfe.org](mailto:pubrel@narfe.org).

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