



**National Active and Retired
Federal Employees Association**

NARFE Matching Funds Program Guidelines

NARFE's Matching Funds Program supports projects by federations and chapters for the express purpose of:

- 1) Increasing awareness of NARFE and NARFE's Federal Benefits Institute as a resource for current federal employees
- 2) Creating prospects through lead generation
- 3) Recruiting new NARFE members, and/or
- 4) Significant brand exposure

The program provides a financial match of **up to fifty percent** of the direct costs for approved projects. Pre-approval is required and funds will be distributed upon the submission of a final report which will include an assessment of the project, receipts, and M-2 cards if applicable. Funds are limited to those available in the annual budget. When funds are depleted no more applications will be accepted until the next budget year.

Projects that qualify for consideration include:

- Advertising in local newspapers/online media or other relevant local opportunities such as military base newspapers and newsletters. (Multiple placements with guidance from Headquarters Marketing and design staff.)
- Booths or tables at local meetings or conventions of federal employee associations and organizations.
- Participation in local events such as fairs/festivals/rallies that will attract the federal community.

NARFE Matching Funds will be considered for:

- Event registration fees
- Event sponsorship (limited to those that provide a significant level of promotion, to be determined)
- Online or print advertising for NARFE and/or event
- Pre-approved prizes for drawings.
- Pre-approved travel, lodging, parking and meals for federal employee association meetings/conventions where local support is not available.

NARFE Matching Funds will not apply to:

- Give-away items
- Travel, lodging, parking, and meals for events other than federal employee association meetings/conventions where local support is not available.
- Any events that occurred prior to the request for funds.

Note: If a chapter or federation submits a request for an event or sponsorship for which they have received approval in the past, the results and outcomes of previous efforts will be taken into consideration in the approval process.



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How to Apply

- 1) Complete and submit the "Request for Matching Funds" to your federation for approval.
- 2) Email or mail the completed form and supporting materials as directed.
- 3) Submissions must reach NARFE Headquarters no less than 30 days prior to any deadlines for the event or for advertising materials.

Matching Funds Request Form

Chapter or Federation Contact _____ Date Submitted _____
Name _____ Event/Ad Deadline _____
Email _____
Daytime Phone _____
Chapter # _____ Federation Approval _____

We are requesting Matching Funds for (Check all that apply)

- Exhibit at Event (complete page 3)
- Sponsorship (complete page 4)
- Advertising (complete page 5)

Complete the necessary page(s) and submit with supporting documents to:

Mail to:

NARFE Headquarters
M. Williams, Marketing and Membership Resources
606 N. Washington St.
Alexandria, VA 22314

Email: mwilliams@narfe.org

Questions? Please email mwilliams@narfe.org or call 571-483-1244.



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Event Request

Event Name _____ Date of Event _____

Event Organizer _____ Estimated Cost _____

Projected Attendance _____ Funds Requested _____

/ /Link to event website or include a exhibitor kit/prospectus

/ /This is the first time we have participated in this event

What are your goals for this event?

How will you achieve them?

What supplies or support from Headquarters are required to meet your goals?



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Sponsorship Request

(If related to exhibit event, please advise.)

Sponsorship Opportunity _____ Date of Event _____

Event Organizer _____ Estimated Cost _____

Projected Audience _____ Funds Requested _____

/ /Link to sponsor website or include the prospectus

/ /This is the first time we have sponsored this event

What promotional opportunities will NARFE receive as a sponsor of this event?

What are your goals for sponsoring this event?

How will you achieve them?

What supplies or support from Headquarters are required to meet your goals?



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Advertising Request

Publication/Site Name _____

Campaign Start Date _____ Campaign End Date _____

Projected Audience _____

Estimated Cost _____ Funds Requested _____

/ /Link to publication advertising website or include advertising prospectus

/ /This is the first time we have advertised in this publication or site

NOTE: Advertising campaigns require copy and design from headquarters staff and possibly support from IT to help track response.

What are your goals for this campaign

What is the primary message for your advertising campaign?

Where will you direct response to the message?
