



Request for Proposals for EDF's 2021 Summer of Action Program

2021 theme

Powering up America: Healthy communities, healthy policies, and healthy democratic institutions

Background and grant details

Environmental Defense Fund (EDF) invites you to submit a proposal to the 2021 Summer of Action grant program. This is the fifth year EDF has awarded Summer of Action grants with awards ranging from \$5k to \$20K. These grants are intended to help organizations amplify their existing federal advocacy efforts around the urgent need for resilient communities, climate and health equity, climate action, electrifying the transportation sector and ramping up clean energy investments, as well as support efforts serving vital constituencies. EDF is also interested in proposals identifying work supporting democratic processes, such as voting access and voting reform.

Preference will be granted to proposals that creatively engage federal lawmakers this summer and into the fall. EDF will prioritize organizations working in the following states: *Alaska, Arizona, Colorado, Florida, Georgia, Idaho, Iowa, Maine, Michigan, North Carolina, Nevada, Texas, Utah, and West Virginia*. The structure of this funding does not allow grant proposals to advocate for specific legislation.

We have an opportunity to invest in our communities and country and build a 21st century economy while cutting climate pollution and bringing health and economic benefits to our hardest hit neighborhoods. Congress can do this by making smart investments in things we need for the future. Join us as we connect the dots between durable environmental policies, clean air, increased economic opportunities, and strong democratic participation. These steps forward will move all of us toward a healthier, more equitable and more prosperous future.

2021 timeline

- April 21: Video chat with interested applicants at 2:30 ET. RSVP to cfullmer@edf.org
- May 7: Applications are due at 11:59 p.m.
- May 24: Final decisions shared
- May 27: Financial documents due for payment processing
- June 10: Grantee kick-off webinar at 3 p.m. ET
- Summer 2021, regular check-ins with grant manager and mid-grant deliverable due
- September 30: Final reports due
- Late Fall: Grantee fly-in (In person or virtual, TBD)
 - Sharing your project with other grantees and advocating your priorities to your members of Congress

Selection process

Proposals will be evaluated on the following criteria:

- Demonstrates an urgent call for Congress and/or the Biden administration to act on clean energy, climate impacts, electrifying transportation, equity, democracy work, and/or health
- Engages federal lawmakers in target states in alignment with public health guidance
- Does NOT advocate for a specific legislative proposal
- Presents clear metrics for success and reporting on activities

To apply please send the following information in a Word document:

Organization information

- Full legal organization name:
- Address (to include City, State, zip code):
- Website:
- 501(c)(3)? (YES OR NO):
- If YES, EIN:
- Year established:
- If NO, provide fiscal sponsor's name, address and EIN:
- Total organization budget (\$):
- Brief description of organization (no more than 3 sentences):

Point of contact (who can respond reasonably quickly?)

- Name:
- Title:
- Email:
- Preferred communication style: Email/Phone/Text (list those that apply)

Communications capacity and experience Y/N

- Have in-house capacity to secure earned media and/or draft opinion content
- Have experience organizing virtual media event
- Have reporter and editorial board contacts
- Have specialized experience in digital communications and advocacy
- Have experience mobilizing GOTV efforts
- Have experience mobilizing influential grasstops toward federal advocacy

Social media

- Facebook handle:
 - Does your organization engage federal lawmakers on Facebook Y/N
 - Is your Executive Director active on this platform Y/N
- Twitter handle:
 - Does your organization engage federal lawmakers on Twitter Y/N
 - Is your Executive Director active on this platform Y/N
- Instagram handle:
 - Does your organization engage federal lawmakers on Instagram Y/N
 - Is your Executive Director active on this platform Y/N

Grant proposal requirements

- Project name:
- Requested amount (proposals between \$5-20K considered):
- Detailed project description (no more than 500 words):
- Target states (max 2 states):
- Constituency and federal lawmakers to engage:
- Measurable outcomes/metrics to evaluate success (no more than 150 words):
- Type of mid-grant deliverable considered: social media post/blog post promoting project for EDF to share internally and externally:
- Previous experience working with EDF or partnering with EDF on messaging campaign:
- Examples of similar projects executed successfully (no more than 150 words):
- Potential for sustained impact after grant (no more than 150 words)
- Does your proposed project promote democracy work? Y/N
- Have you received another EDF grant in the past 12 months? Please share brief details

Delivery instructions

- Send completed proposals to Christina Fullmer (cfullmer@edf.org) and Olivia Stevens (olivia.a.stevens@outlook.com)
- Subject line: Organization Name_Focus State_SOA
- Please include your proposal as an attachment (Word doc preferred)
 - Naming protocol requested: Org Name_Focus State Abbreviations_date(DDMMYYYY)
 - EX: EDF_NY_02192021