

Show Me the Money Day – 2018 Host Sites

Request for Applications

The Community Economic Development Association of Michigan (CEDAM) is seeking applications for host sites for 2018 Show Me the Money Day (SMTMD) events. Host sites will be selected on a rolling basis and host sites will be awarded based upon applicant organizations' eligibility (see eligibility requirements below), previous performance as a host site in prior years, geography and strength of application.

In addition to host site selection, organizations may apply for event planning assistance grants as part of the following application. Number and total amount of grant awards may vary. Grants will likely range from \$250 to \$500 per event. Grantees will be selected based upon eligibility, strength of application and level of need.

Eligibility Requirements

- Applicant serves low and moderate income individuals living in the city or county for which the applicant is applying to be a host site;
- Applicant is a current CEDAM member as of the date the application is submitted;
- Applicant sends one representative to the SMTMD planning meeting hosted by CEDAM in Lansing on Friday, September 22, 2017 from 10am-4pm; and
- Applicant is a 501(c)3 nonprofit organization.

Data reporting requirements

All host sites are expected to use the SMTMD Participant Survey and SMTMD Vendor Survey provided by CEDAM. Sites should accomplish a survey response rate of at least 80% for both surveys.

If you have any questions regarding this application or planning an event, please contact Allyson Brooks at brooks@cedam.linfo or 517.485.3588.

Application must be submitted by no later than 5pm, Friday, October 6, 2017. Completed applications should be emailed as one pdf attachment to Allyson Brooks at brooks@cedam.info. Applicants will be notified within two weeks of their submitted application. All host sites selected for event planning assistance grants will be notified no later than November 3, 2017.

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Overview

Show Me the Money Day is an annual tax time kickoff event featuring financial resources and free financial workshop in communities across Michigan. Events help community residents to gain a greater understanding of personal finance topics and to connect with a variety of programs, products and services to help them increase their financial stability. Examples of featured resources include low-cost banking products, financial coaching or counseling programs, homebuyer education programs, and entrepreneurship support. Host sites lead all aspects of planning a Show Me the Money Day event, including convening a planning committee of community partners, securing sponsors, vendors, workshop instructors and a venue, and executing an effective marketing and outreach strategy to promote the event.

CEDAM's Role

- Host in-person statewide planning meeting for host sites
- Hold technical assistance planning conference calls for host sites from September 2017-March 2018
- Manage the Show Me The Money Day website, including a unique page for each local event
- Design marketing materials (posters, postcards, other promotional products) and distribute to each host site
- Implement statewide media push to promote events, including press releases and outreach
- Coordinate regional marketing plans among sites
- Award competitive event planning grants to eligible host sites
- Provide one CEDAM representative at first planning committee meeting, as requested
- Arrange for one CEDAM representative to assist in outlining marketing plan, as requested
- Allocate 2-4 hours of one-on-one technical assistance to each host site, as requested

Roles and Expectations of Host Sites

- Host a Show Me the Money Day event in January or February 2018
- Lead planning activities
 - Convene planning committee
 - Secure event space, sponsors, food and prizes
 - Engage workshop instructors and financial resource vendors
 - Execute marketing and outreach strategy
- Distribute posters, postcards and other promotional products throughout the community
- Send one representative to the statewide planning meeting in Lansing from 10am-4pm on Friday, September 22, 2017

- Provide CEDAM all necessary event information for poster, postcard, and promotional products printing by 5pm on Friday, November 17, 2017.
- Request additional graphic design assistance from CEDAM by 5pm on Friday, December 1, 2017; have any self-made marketing materials approved by CEDAM prior to use
- Use the Participant Survey and Vendor Survey at the event, achieving at least an 80% completion rate by participants; return to CEDAM by 5pm, Friday, March 2, 2017.

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Application

Date of Application: _____ Federal E.I.N. # _____

Legal name of organization applying:

(Should be same as on IRS determination letter and as supplied on IRS form 990)

Year Founded: _____ Current Operating Budget: \$ _____

Executive Director:

Contact Person/title (if different from Executive Director): _____

Address (principal/administrative office): _____

City/State/Zip: _____ E-Mail: _____

Phone Number: _____ Fax Number: _____

Has your organization served as a Show Me the Money Day host site in the past seven years? If so, please list years the organization has served as a host site.

_____ Yes; years served: _____

_____ No

Where does your organization plan to host a SMTMD event? (city/community name)

Date of SMTMD Event: _____

If applying for grant assistance, total assistance requested: \$ _____

Total Event Budget: \$ _____

Signature, Executive Director

Date

Typed Name

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Application

Please answer the following questions completely and concisely.

General

1. Why does your organization want to host a Show Me the Monday Day in 2018? What community needs do you hope to address and how?

2. Has the applying organization ever hosted an event before?
If yes, please list your top 3 strengths and your top 3 challenges in hosting events in the past. If no, please list your expected strengths and challenges in hosting an event in 2018.

Event Planning

1. Please describe your timeline for planning your SMTMD event, with relevant goals and deadlines.

2. Who is on your planning committee?

3. What is your planning meeting schedule?

Marketing Plan

1. Who is your intended audience?

2. If you've hosted an event in the past, what do you feel is the best method to reach your audience?

3. If you haven't hosted an event in the past, how do you plan to reach your intended audience?

4. As a statewide event reaching dozens of communities, it is important for Show Me the Money Day to maintain strong brand consistency across Michigan. As a result, CEDAM will provide printed posters, postcards, and other promotional products with event information for distribution in each community, mailed to each host site free of charge. Please affirm that you will distribute the provided materials in your community by initialing below.

_____ Yes, I will distribute SMTMD materials in my community

Event Participation

1. How many participants do you expect at your 2018 SMTMD event? _____
2. If you hosted a SMTMD event in 2017, how many participants attended the event? _____
3. Will you ensure that at least 80% of your participants and complete CEDAM's Participant Survey?

_____ Yes

_____ No, please explain: _____

Statewide Planning Meeting Attendance*

All host sites for 2018 SMTMD events will be required to send one representative to a statewide planning meeting in Lansing on Friday, September 22, 2017, from 10am-4pm. Attendance to this meeting will allow each host site to learn about statewide branding, marketing, and outreach plans and to connect with peers to share best practices for hosting an event. All attendees will be reimbursed \$0.50/mile for travel to the meeting (up to \$150.00). Please affirm that your organization will send (or did send) a representative to the planning meeting.

_____ Yes, my organization will send (or did send) a representative to the September 22 meeting.

*If prior commitments make it impossible for your organization to send a representative to the planning meeting, please contact Allyson Brooks **before submitting this application** to make arrangements to fulfill this requirement at another date. Allyson can be reached via email at brooks@cedam.info or 517.485.3588 .

GRANT BUDGET FORMAT

(For grant applicants only)

A. Organizational Fiscal

Year: _____

B. Time period this budget covers: _____

C. Expenses: *include a description and the total amount* for each of the following budget categories, in the following order:

	Amount requested from CEDAM	Total Event Expenses
Equipment	\$ _____	\$ _____
Supplies	\$ _____	\$ _____
Printing and Copying	\$ _____	\$ _____
Postage & Delivery	\$ _____	\$ _____
Space Rental	\$ _____	\$ _____
Food	\$ _____	\$ _____
Prizes	\$ _____	\$ _____
Evaluation	\$ _____	\$ _____
Marketing	\$ _____	\$ _____
Other (specify)	\$ _____	\$ _____

Total Amount Requested \$ _____

Total Project Expenses \$ _____

D. Revenue: include a **description and the total amount** for each of the following budget categories, in the specified order. Please indicate which sources of revenue are committed and which are pending.

	<u>Committed</u>	<u>Pending</u>
1. Grants/Contracts/Contributions		
Local Government	\$ _____	\$ _____
State Government	\$ _____	\$ _____
Federal Government	\$ _____	\$ _____
Foundations (itemize)	\$ _____	\$ _____
Corporations (itemize)	\$ _____	\$ _____
Individuals	\$ _____	\$ _____
Other (specify)	\$ _____	\$ _____
2. In-Kind Support	\$ _____	\$ _____
3. Other (specify)	\$ _____	\$ _____
Total Revenue	\$ _____	\$ _____

Completed applications should be emailed as one pdf attachment to Allyson Brooks at brooks@cedam.info. **The deadline for submission is 5:00pm on Friday, October 6, 2017.**