

FY 15 Notice of Funding Availability Outreach Toolkit

Contents

What is the Social Innovation Fund (SIF)?	2
SIF Classic NOFA Outreach Toolkit.....	2
E-BLASTS.....	3
NEWSLETTERS.....	3
TWITTER.....	4
SCHEDULED WEBINAR DATES	5

What is the Social Innovation Fund (SIF)?

The Social Innovation Fund (SIF), a program of the Corporation for National and Community Service (CNCS), combines public and private resources to grow the impact of innovative, community-based solutions that have compelling evidence of improving the lives of people in low-income communities throughout the United States. The SIF invests in three priority areas: economic opportunity, healthy futures, and youth development.

The Social Innovation Fund makes grants to experienced grantmaking institutions that are well-positioned within communities to identify the most promising programs and guide them towards greater impact and stronger evidence of success. These grants range from \$1-\$10 million annually for five years. The recipients then match the federal funds dollar-for-dollar and hold open competitions to identify high-performing nonprofit organizations working in low-income communities that have innovative solutions with evidence of compelling results. Once selected, these nonprofits must also match the funds they receive, and participate in rigorous evaluations of the impact of their programs. The nonprofits share data, lessons learned and results – helping to build the capacity of the social sector and lift-up solutions that can transform lives and communities.

In addition to funding, Social Innovation Fund recipients receive significant technical assistance to support implementation of their innovative programs. Participation in SIF gives recipients greater visibility and plugs them into a national network of funders and nonprofits that are committed to fostering social innovation to improve lives in low-income communities throughout the U.S.

In just five years, the Social Innovation Fund and its private-sector partners have invested more than a half a billion dollars in compelling community solutions. The Social Innovation Fund portfolio represents \$241 million in federal grants and more than \$516 million in non-federal match commitments. To date, the SIF has awarded 35 grantmaking institutions and 189 nonprofits working in 37 states and the District of Columbia.

The Corporation for National and Community Service is a federal agency that engages more than five million Americans in service and champions community solutions through its AmeriCorps, Senior Corps, Social Innovation Fund, and Volunteer Generation Fund programs, and leads the President's national call to service initiative, United We Serve. For more information, visit NationalService.gov.

SIF Classic NOFA Outreach Toolkit

The Social Innovation Fund is going into its fifth grantmaking year and we need YOUR help spreading the word about our upcoming grant competition! **The 2015 SIF Classic grant competition opens on January 21, 2015 and closes on March 17, 2015.** We hope this outreach toolkit filled with tools and resources will help your organization easily share our grant competition with your individual networks. Should you have any questions, comments or concerns, please contact us at innovation@cns.gov or tweet us at [@SIFund](https://twitter.com/SIFund) using the #SIFund hashtag!

Here are some ways to help spread the word about our 2015 grant competition:

Social Innovation Fund

E-BLASTS

Subject: 2015 SIF Grant Competition Now Open: APPLY NOW!

The Social Innovation Fund's fifth funding competition is now open! During the 2015 fiscal year, the Social Innovation Fund will invest \$51 million in experienced grantmaking organizations that are well-positioned within communities to identify the most promising programs and guide them towards greater impact and stronger evidence of success.

These grants range from \$1-\$10 million annually for five years. The competition targets projects focused on Youth Development, Economic Opportunity and Healthy Futures.

The Notice of Intent deadline is February 20, 2015 and the Application deadline is March 17, 2015 at 5:00 p.m. Eastern Time.

The Social Innovation Fund has also provided an Outreach Toolkit for organizations to use that includes sample messaging for social media, newsletters and e-blasts, links to useful websites, and the official webinar schedule. You can use the toolkit to...

- Promote the SIF competition to your affiliates via your organization's newsletter or eblast.
- Encourage qualified members of your network to apply.
- Tweet about the competition.
- Consider posting the funding opportunity on your organization's website during the duration of the competition.
- Encourage your network to participate in the SIF NOFA Webinars.

Please visit nationalservice.gov/SIF for additional information about this grant competition and instructions on how to apply.

Sincerely,

XXX

NEWSLETTERS

The Social Innovation Fund's 2015 grant competition is now open! During the 2015 fiscal year, the Social Innovation Fund will invest \$51 million in organizations to grow community solutions.

The Social Innovation Fund (SIF) combines public and private resources to grow the impact of innovative, community-based solutions that have compelling evidence of improving the lives of people in low-income communities throughout the United States.

The Notice of Intent deadline is February 20, 2015 and the Application deadline is March 17, 2015 at 5:00 p.m. Eastern Time.

To read or download a copy of the *Notice*, please visit nationalservice.gov/SIF, which provides additional information about this grant competition and instructions on how to apply.

Social Innovation Fund

TWITTER

Here are some sample tweets your organization can use to share our grant competition via Twitter:

The @SIFund 2015 #grant competition is now live! Learn how to apply here: go.usa.gov/JNZG

NEW: Notice of #Funding Availability from the @SIFund! Learn how to apply here: go.usa.gov/JNZG

Looking for info on @SIFund 2015 grant competition? Here are the details: go.usa.gov/JNZG

Calling all #nonprofits #funders #grantmakers! @SIFund 2015 NOFA is now live! Learn how to apply here: go.usa.gov/JNZG

APPLY NOW to @SIFund 2015 #grant competition! Up to \$51M available – Deadline: 3/17 @ 5pm EST
go.usa.gov/JNZG

Up to \$51M in #grants available from the @SIFund to grow community solutions. Apply by March 17!
go.usa.gov/JNZG

FACEBOOK

Here are some sample posts your organization can use to share our grant competition via Facebook:

New Notice of #Funding Availability for #grants from the @SIFund! Learn how to apply here >> go.usa.gov/JNZG

The #SIFund 2015 grant competition is now live! They're investing \$51 million over five years for grantmakers with proven track records to support promising programs. Learn more about how to apply >> go.usa.gov/JNZG

The Social Innovation Fund will invest \$51 million in organizations to grow community solutions in 2015! These grants range from \$1-\$10 million annually for five years. The competition targets projects focused on Youth Development, Economic Opportunity and Healthy Futures. APPLY NOW! – Deadline: 3/17 @ 5pm EST
go.usa.gov/JNZG

HELPFUL LINKS

The following are useful links that can be used to direct parties to general information about the Social Innovation Fund, as well as NOFA application resources.

- **About SIF**
<http://www.nationalservice.gov/programs/social-innovation-fund/about-sif>
- **Social Innovation Fund Logo**
<http://www.nationalservice.gov/logos>
- **Sign Up for SIF Updates, including Funding Opportunities**
<http://www.bit.ly/SIFGrantUpdates>

Social Innovation Fund

- **2015 Notice of Funding Availability Resource Webpage**

<http://www.nationalservice.gov/programs/social-innovation-fund/social-innovation-fund-grants-2015>

- **Previous Successful SIF Applicants**

<http://www.nationalservice.gov/programs/social-innovation-fund/funded-organizations>

- **2010-2012 SIF Investment Report**

<http://www.bit.ly/SIFInvestReport>

SCHEDULED WEBINAR DATES

Pre-recorded overview webinar

- [Part 1: Intro to the SIF](#)
- [Part 2: Grantee Perspective](#)
- [Part 3: Notice of Federal Funding Details](#)

2 live overview webinars

Thursday, January 29

Time: 3:00PM – 4:00PM EST

Registration Link: <http://bit.ly/18kBsKw>

Thursday, February 5

Time: 3:00PM – 4:00PM EST

Registration Link: <http://bit.ly/1wxWx8z>

Evaluation webinar

Wednesday, February 18

Time: 3:00PM – 4:00PM EST

Call-in Number: (866) 906-0123

Passcode: 5842429

Office Hours/Q&A

Thursday, February 26

Time: 3:00PM – 4:00PM EST

Call-in Number: (866) 906-0123

Passcode: 5842429