

# PART I - FACE SHEET

## APPLICATION FOR FEDERAL ASSISTANCE

Modified Standard Form 424 (Rev.02/07 to confirm to the Corporation's eGrants System)

1. TYPE OF SUBMISSION:

Application  Non-Construction

2a. DATE SUBMITTED TO CORPORATION FOR NATIONAL AND COMMUNITY SERVICE (CNCS): 08/09/13	3. DATE RECEIVED BY STATE:	STATE APPLICATION IDENTIFIER:
2b. APPLICATION ID: 13VG153852	4. DATE RECEIVED BY FEDERAL AGENCY: 08/09/13	FEDERAL IDENTIFIER: 13VGHMA001

**5. APPLICATION INFORMATION**

LEGAL NAME: Massachusetts Service Alliance  DUNS NUMBER: 867413197  ADDRESS (give street address, city, state, zip code and county): 100 N Washington St Fl 3 Boston MA 02114 - 2128 County: Suffolk	NAME AND CONTACT INFORMATION FOR PROJECT DIRECTOR OR OTHER PERSON TO BE CONTACTED ON MATTERS INVOLVING THIS APPLICATION (give area codes): NAME: Emily Haber  TELEPHONE NUMBER: (617) 542-2544 228  FAX NUMBER:  INTERNET E-MAIL ADDRESS: ehaber@mass-service.org
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6. EMPLOYER IDENTIFICATION NUMBER (EIN): 043088234	7. TYPE OF APPLICANT: 7a. State Commission 7b. State Commission/Alternative Administrative Entity
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8. TYPE OF APPLICATION (Check appropriate box).

NEW                       NEW/PREVIOUS GRANTEE

CONTINUATION             AMENDMENT

If Amendment, enter appropriate letter(s) in box(es):   

A. AUGMENTATION            B. BUDGET REVISION

C. NO COST EXTENSION    D. OTHER (specify below):

9. NAME OF FEDERAL AGENCY:  
**Corporation for National and Community Service**

10a. CATALOG OF FEDERAL DOMESTIC ASSISTANCE NUMBER: 94.021

10b. TITLE: Volunteer Generation Fund

11.a. DESCRIPTIVE TITLE OF APPLICANT'S PROJECT:  
MSA -- MassVolunteers

12. AREAS AFFECTED BY PROJECT (List Cities, Counties, States, etc):  
Massachusetts

11.b. CNCS PROGRAM INITIATIVE (IF ANY):

13. PROPOSED PROJECT: START DATE: 10/01/13    END DATE: 09/30/14

14. CONGRESSIONAL DISTRICT OF: a.Applicant  b.Program

15. ESTIMATED FUNDING: Year #:

a. FEDERAL		\$	150,000.00
b. APPLICANT		\$	150,000.00
c. STATE		\$	0.00
d. LOCAL		\$	0.00
e. OTHER		\$	0.00
f. PROGRAM INCOME		\$	0.00
g. TOTAL		\$	300,000.00

16. IS A APPLICATION SUBJECT TO REVIEW BY STATE EXECUTIVE ORDER 12372 PROCESS?

YES. THIS PREAPPLICATION/APPLICATION WAS MADE AVAILABLE TO THE STATE EXECUTIVE ORDER 12372 PROCESS FOR REVIEW ON:  
DATE:

NO. PROGRAM IS NOT COVERED BY E.O. 12372

17. IS THE APPLICANT DELINQUENT ON ANY FEDERAL DEBT?

YES if "Yes," attach an explanation.     NO

18. TO THE BEST OF MY KNOWLEDGE AND BELIEF, ALL DATA IN THIS APPLICATION/PREAAPPLICATION ARE TRUE AND CORRECT, THE DOCUMENT HAS BEEN DULY AUTHORIZED BY THE GOVERNING BODY OF THE APPLICANT AND THE APPLICANT WILL COMPLY WITH THE ATTACHED ASSURANCES IF THE ASSISTANCE IS AWARDED.

a. TYPED NAME OF AUTHORIZED REPRESENTATIVE: Shana E. Lothrop	b. TITLE:	c. TELEPHONE NUMBER: (617) 542-2544 214
d. SIGNATURE OF AUTHORIZED REPRESENTATIVE:		e. DATE SIGNED: 09/13/13

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## Executive Summary

The Massachusetts Service Alliance (MSA), a nonprofit organization that acts as the state commission on volunteerism and service, seeks to increase the number of individuals recruited to partake in meaningful service projects and volunteer opportunities through the Volunteer Generation Fund Grant in Year 4. We will select the National Performance Measure tracking the number of community volunteers recruited by CNCS-supported organizations or national service participants including number of hours of service contributed by volunteers. In the first three years of VGF, MSA established itself as a unifying leader within the sector in Massachusetts and identified and supported Volunteer Connector Organizations to help effectively utilize volunteers to address critical community needs. MSA will continue to support and expand upon our earlier VGF efforts through a four-part comprehensive strategy including: 1) enhancing our support for National Days of Service by encouraging specialized partnerships to heighten the impact of the volunteer projects; 2) promotion of the statewide volunteer awareness campaign, YOU Generate and the MassVolunteers.org website to untapped audiences and a targeted outreach effort to increase the utilization of the volunteer management resources offered through this site; 3) incentive grants to service programs to inspire meaningful and innovative volunteer recruitment strategies; and 4) support to Volunteer Connector Organizations (VCO) through training and technical assistance efforts including direct support to a VCO taking part in a new national pilot initiative. In Year 4, MSA expects to recruit 11,000 volunteers for National Days of Service alone. An additional 500 volunteers will be recruited by service members through the small incentive grants.

## Program Design

The Massachusetts Service Alliance (MSA) proposes to increase the number individuals contributing their talents and skills to local nonprofits addressing their community's most compelling needs by undertaking a four-part strategy to enhance volunteer recruitment opportunities. We will select the National Performance Measure tracking the number of community volunteers recruited by CNCS-supported organizations or national service participants including number of hours of service contributed by volunteers. Through the support of the Volunteer Generation Fund (VGF), MSA has successfully leveraged 23,624 volunteers to date by supporting volunteer opportunities during National Days of Service, undertaking capacity building efforts to Volunteer Connector Organizations, and launching a statewide awareness campaign, YOU Generate. In Year 4 of the VGF Grant, MSA will enhance these initial efforts and tap into underrepresented skills-based populations within the

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state through a four-part effort which includes: 1) enhancing our support for National Days of Service by encouraging specialized partnerships to heighten the impact of the volunteer projects; 2) promotion of the YOU Generate campaign and MassVolunteers.org website to untapped audiences and a targeted outreach effort to increase the utilization of the volunteer management resources offered through this site; 3) incentive grants to service programs to inspire meaningful and innovative volunteer recruitment strategies; and 4) support to Volunteer Connector Organizations (VCO) through training and technical assistance efforts including direct support to a VCO taking part in a new national pilot initiative.

### SUPPORT FOR NATIONAL DAYS OF SERVICE

In Years 1-3 of the Volunteer Generation Fund Grant, MSA has generated a significant increase each year in the number of volunteers engaged during National Days of Service. Massachusetts nonprofits have come to depend on National Days of Service as an opportunity to introduce new volunteers to their agency and foster long-term volunteer engagement. While the number of volunteers has steadily increased over the three year cycle, MSA recognizes that spontaneous service projects can at times lack the deeper impact that accompanies longer-term commitments to the surrounding community. MSA will continue to support Martin Luther King, Jr. Day and National Volunteer Week while working to enhance the impact of these Days of Service in the following ways: 1) awarding mini-grants to nonprofits and VCOs to support service projects on MLK Day (January 20, 2014) and National Volunteer Week (April 6 - 13, 2014); 2) providing training or technical assistance to grantees to create more meaningful and effective service projects and to increase the number of projects that utilize skills-based volunteers; 3) catalyze new partnerships between agencies with a specific focus or area of interest. For example, we are facilitating a potential relationship between AARP of Massachusetts with a volunteer connector in Western Massachusetts for a joint National Volunteer Week project. Volunteer numbers for service days more than tripled, from Year 1 to Year 3 of our VGF with 9,593 volunteers engaging in National Days of Service in Year 3. MSA expects to continue to have growth in our volunteer numbers with at least 11,000 volunteers participating in National Days of Service in Year 4. All grantees will be expected to track and report to MSA the number of volunteers recruited for their service project including new and returning volunteers, hours served, activities carried out, and when applicable the impact their new partnerships had on the project. Grantees will register their agency on MSA's statewide volunteer recruitment portal, Connect & Serve, and they will be expected to promote their service project in conjunction with MSA's statewide YOU

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Generate campaign through collateral materials and marketing initiatives.

### YOU GENERATE STATEWIDE CAMPAIGN & MASSVOLUNTEERS.ORG

Throughout the first three years of the VGF grant, MSA convened 16 Volunteer Connector Organization (VCO) partners across the state on a regular basis to help plan, create, and launch a statewide volunteer awareness campaign. With the assistance of 451 Marketing in Boston, the connectors jointly decided upon the campaign title of YOU Generate. The purpose of the campaign was to promote the power of service and volunteerism to meet critical needs in our communities across Massachusetts. Launched in April 2012 during National Volunteer Week, the campaign has bolstered MSA's online presence -- increasing the number of Facebook "likes" from 292 to 1225 and increasing the utilization of Connect & Serve (C&S), MSA's volunteer recruitment tool. To date, 388 organizations have registered or reactivated their account on Connect & Serve and the number of new or updated volunteer opportunities posted by agencies increased to 775. Almost 500 volunteers have created an account through Connect & Serve. The campaign includes a new website, MassVolunteers.org which is maintained by MSA on behalf of all of the VCOs in the state. The website is the home of Connect & Serve and features a regional opportunities map linking to 31 volunteer connector agencies, including 2 new connectors that recently reached out to MSA looking to be included on the website. The site also contains a social media hub, a News and Events section, and a rotating volunteer spotlight segment. In Year 3, MSA undertook a comprehensive effort to build out a more substantial nonprofit resource section within MassVolunteers.org. Through extensive research and the convening of a Capacity Building Focus Group comprised of eight VCO's, we created free online tools in the form of instructional Volunteer Management "Tip Sheets" for nonprofit organizations (NPOs) that want to increase their ability to effectively engage volunteers. To date, MSA has launched three out of the six Tip Sheets and received positive feedback about these tools from leaders within the volunteer sector. We experienced our highest number of visits to MassVolunteers.org since its inception with the launch of the Tip Sheets. In Year 4, MSA will maintain all MassVolunteers.org functionality while enhancing the promotion of the Tip Sheets as a valuable new resource to agencies who manage volunteers. In Year 4, through increased functionality on the site, we expect to increase the recurring visitor rate from 25% to 50%. This effort will be monitored through our Google Analytics system installed on the website. To help generate awareness of the Tip Sheets and MassVolunteers.org, MSA will partner with at least three VCOs to sponsor networking opportunities hosted in a variety of geographic locations across the state. Each

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topic of the networking series will be driven by the Volunteer Management Tip Sheets. We will also target outreach about the campaign to specialized agencies within the state that might not already be in the pipeline. For example, given the the Corporation for National and Community Service report, "Volunteering as a Pathway to Employment," MSA has begun to pursue a relationship with our One-Stop Career Centers to look for ways to promote volunteerism to our unemployed residents. We hope to engage the career centers in the YOU campaign and work with them to identify ways to connect their clientele to volunteer opportunities with MSA's partner organizations. Early this fall, MSA will reconvene all of our Volunteer Connector partners to strategize new outreach initiatives to broaden the base of individuals and organizations utilizing MassVolunteers.org. Through increased outreach efforts to specialized agencies and enhanced efforts of our VCO partners, we expect to increase the number of volunteers currently registered on the site from 4,000 to at least 4,500.

### VOLUNTEER RECRUITMENT INCENTIVE GRANTS

With a Year 4 VGF grant we will partner our VGF resources with our Commonwealth Corps and AmeriCorps programs to better utilize our resources to support new volunteer recruitment strategies. The Commonwealth Corps is a state-funded service program created by Governor Deval Patrick in 2007 and administered by the MSA. In the 2013-2014, 15 nonprofit organizations will host 37 Commonwealth Corps members building organizational capacity across the state, increasing volunteerism, and positively impacting Massachusetts residents in the focus areas of economic opportunity/workforce development, education, and health/nutrition. In the past, an individual Commonwealth Corps member recruited 35 volunteers to their host site to support their community efforts. MSA will use previously developed tools such as our Tip Sheets as well as small "incentive grants" to help Commonwealth Corps and AmeriCorps members further their volunteer recruitment strategies for this coming year. MSA will release a Notification of Funding Availability in the late fall of 2013. Members will be able to apply for small grants to create new recruitment strategies and tools at their organizations. Members will be able to use these funds to update collateral materials, host an open house, undertake unique advertising strategies, and other projects as deemed appropriate. MSA sees this opportunity as a way to both expand volunteer recruitment within the state and also serve as a valuable member development opportunity. Technical assistance will be offered to applicants before the submission of their online grant application; this will include a formal introduction to the Volunteer Management Tip Sheets, which members will be expected to reference throughout the duration of their project. We will grant funding to up to 26 members. MSA expects that on average

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members will report recruiting at least 20 additional volunteers to their program.

### SUPPORT TO VOLUNTEER CONNECTOR AGENCIES

Through the Capacity Building Focus Groups and individual conversations with partners, the VCOs have continuously expressed the need for further trainings for the nonprofits within their regions. MSA will partner with the VCOs to offer trainings such as, volunteer intake techniques, how to engage your organization's leadership with your volunteer program, long-term volunteer engagement, and managing a complex volunteer network. At least two distinct trainings will be offered in both the fall and spring in different parts of the state with at least 30 attendees for each session.

This past May, Community Builders of United Way of North Central Massachusetts in partnership with the Massachusetts Service Alliance was selected as one of sixteen pilot sites for a new national service enterprise certification program. With a curriculum and toolkit created by CaliforniaVolunteers through the support of their Volunteer Generation Fund, and recent partnerships with Reimagining Service and Points of Light, this model was piloted in California throughout the 2012-2013 year. MSA will work closely with Community Builders, a HandsOn affiliate implementing this initiative within North Central MA. To help ensure success of this effort, we will utilize VGF funds to provide financial support to Community Builders to implement the program. After this regionally specific pilot year, MSA will introduce the curriculum to other VCOs throughout the state.

### TIMELINE

Issue the NOFA for MLK Day of Service in September 2013 and National Volunteer Week in December 2013. Convene the VCOs to develop new outreach strategies for the YOU Generate Campaign in September 2013 and then work will progress throughout the VGF Year 4 grant period. We will update MassVolunteers.org with new content at least three times a year including October, January, and April. Release a NOFA in the late fall for Incentive Grants to Commonwealth Corps and AmeriCorps programs. Funding will be provided on a rolling basis. Two trainings to support Volunteer Connectors will be held in the Fall and two will be held in the Spring. Provide ongoing support to the Community Builders of United Way of North Central Massachusetts for their participation in the Service Enterprise Initiative.

### Organizational Capability

Founded in 1991, the Massachusetts Service Alliance (MSA) is a nonprofit organization that acts as the state commission on volunteerism and service. With a staff of 10 and an operating budget of \$1.86

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million, MSA grants over \$11 million to 60 organizations, provides training and technical assistance (T/TA) to organizations that rely upon corps members and volunteers to meet their mission, and advocates for and convenes the volunteer and service sector. MSA has been the proud recipient of a Volunteer Generation Fund grant for the past three years. We have consistently managed the grant as per our application, met all our performance measures, provided the necessary match funds, and met all reporting deadlines. We used our extensive background in managing our AmeriCorps grants process to establish and run very successful mini-grant application processes for National Days of Service which we propose to continue to do with this Year 4 VGF grant. MSA attracts and retains highly-qualified staff. Emily Haber, CEO, has been with MSA for 5 ½ years and has over 23 years of experience in community development. She is responsible for convening and advocating for the volunteer and service field and will maintain and grow partnerships to further the efforts of this grant. Lindsay Snyder, Director of External Relations & Development, has been with MSA for 5 years and has over 12 years of experience in advocacy, community and government relations, and development with volunteer based organizations. She is responsible for the statewide awareness campaign and oversees the MassVolunteers Coordinator. Shana Lothrop joined the MSA team in 2010 with a strong background in volunteerism and has been our MassVolunteers Coordinator for the past year. She is responsible for MassVolunteers.org, Connect and Serve, administering our grants process for National Days of Service, supporting the Service Enterprise Pilot Initiative, and providing support to our Volunteer Connectors. She will take the lead on managing this grant as she has done with the Year 3 VGF grant. MSA's long-time Director of Programs, Beth McGuinness will offer her extensive knowledge and experience managing a large portfolio of AmeriCorps programs to aid in the success of our VGF grant. Beth has provided consistent leadership for the past 12 years at MSA to ensure that program monitoring and T/TA further the broader goals of our organization and help maintain Massachusetts' reputation for high quality National Service programs. Julio Afable, Manager of Accounting and Finance, has been with MSA for 5 years and has over 23 years of accounting experience managing multi-source grant funding and will be responsible for fiscal management. CNCS Standards Visit reports in 2000 and 2007 commended MSA's track record of high quality and compliance in administering its AmeriCorps portfolio, noting its excellence in uniting the monitoring and support functions through a coordinated approach to T/TA. MSA undertakes initiatives each year to broaden our reach and support of volunteerism and service. We convene the Volunteer Connectors every year for joint planning. In June 2013, MSA sponsored a statewide conference on volunteering and service attended by over 400 professionals. The planning committee included Volunteer

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Connectors (Boston Cares, the ACT Volunteer Center, Community Builders/United Way of North Central MA, United Way of Central MA Volunteer Center, and RSVP of Hampshire and Franklin Counties, United Way of Pioneer Valley, and Cape Cod Volunteers), the CNCS State Office representing Senior Corps and VISTA programs, and Massachusetts Campus Compact. The conference featured 31 workshops, Wendy Spencer as our Keynote Speaker, networking opportunities, and a National Service Leadership Roundtable, facilitated by MSA and our CNCS State Office. MSA administers the Commonwealth Corps, a state-funded program, which was established in 2007 by Governor Deval Patrick and his partners in the state legislature. Since its inception, nearly 850 Commonwealth Corps members have served in the program, providing over 440,000 hours of service in areas such as community development, health services, benefits screenings, afterschool or summer programs, and volunteer recruitment and management, and directly benefiting approximately 500,000 individuals. MSA will further support the Commonwealth Corps members' ability to recruit volunteers with the support of the VGF. MSA's CEO is on the board of the Massachusetts Nonprofit Network which provides opportunities to partner with other organizations around the state. Finally, as a 501(c)3, MSA has been successful in raising support for our statewide conference and advocacy. The staff and board are working on a multi-year fundraising strategy and outreach to foundations and corporations to be able to broaden our efforts in support of the volunteer sector.

ABILITY TO PROVIDE FISCAL OVERSIGHT: MSA has an exemplary record in federal grants management. MSA has overseen CNCS funding in the state since 1993 and manages over \$11 million in federal and state grants. MSA's total FY14 budget is approximately \$11,815,000. The CNCS portion of the VGF grant would represent approximately 1.2 % of our total budget. As part of routine monitoring, MSA underwent an audit by the IG's Office in 2006 and an Administrative Standards Review by CNCS in 2007. During these visits, auditors and CNCS staff reviewed MSA's internal policies and procedures, systems for overseeing federal funds, and technical assistance and compliance with federal regulations. In both cases, MSA successfully passed. MSA undergoes a yearly A-133 audit and has consistently clean reports. MSA uses QuickBooks for its accounting system to allow the use of a detailed chart of accounts and project structure for all financial transactions. This structure facilitates tracking of all transactions by funding sources. Monthly reports show expenditures by grant and compare budgets, expenditures and variances. These reports are reviewed by fiscal staff, department directors and the CEO. MSA is consistently on time with its required grant reporting. The Manager of Accounting prepares financial reports from data in the financial accounting system and

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obtains the CEO's signature before submitting them to CNCS. These reports reconcile back to the QuickBooks system.

### **Budget/Cost Effectiveness**

The budget for this grant is structured to leverage the capacity of the Massachusetts Service Alliance and our key partners. By continuing to support a strong collaboration between MSA and the volunteer connectors in our state, we have not created a new umbrella organization (that would need its own resources to succeed), but rather to capitalize on MSA's and the volunteer connectors' core competencies and relationships. The components of the statewide awareness campaign we expect to accomplish this year will be done at very low cost. We will continue to use social media extensively to promote our campaign and look to our volunteer connector partners to promote the campaign in their area. We will capitalize on the Commonwealth Corps and AmeriCorps infrastructure which already exists to increase volunteer engagement, as well as piggy-back on the Service Enterprise Pilot to use our VGF grant for maximum leverage. MSA can easily meet and exceed the required match through match from all sub-grantees and funding we have already received from the state. By providing mini-grants to the volunteer connectors to support National Days of Service events, MSA is distributing resources at the local level where they can best be used to engage volunteers. It is the volunteer connectors that are best suited to develop service opportunities, connect volunteers with those opportunities, and track their volunteers. Volunteer connectors will be able to request funds for what they most need in order to implement quality events.

### **Continuation Narrative Updates**

CLARIFICATION RESPONSES

PROGRAMMATIC CLARIFICATION ITEMS:

1) What is the Commonwealth Corps? The Commonwealth Corps members are eligible for the same sub grants as AmeriCorps members. What are the similarities or differences between these two groups?

The Commonwealth Corps, a state-funded program administered by the Massachusetts Service Alliance, was established in 2007 by Governor Deval Patrick and his partners in the state legislature. The mission of the Commonwealth Corps is to engage Massachusetts residents of all ages and

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backgrounds in direct service to rebuild communities and address unmet community needs. The Commonwealth Corps provides opportunities for skill building, leadership development and encourages and enhances a lifelong civic vocation for Corps members. Corps members provide direct service, build capacity, and recruit, organize and mobilize additional volunteers, thus building a grassroots movement of volunteers dedicated to service. Members are placed at host site organizations across the state in half and full time service positions to positively impact residents in focus areas such as economic opportunity/workforce development, education, and health/nutrition. Members are eligible for a bi-weekly stipend, health benefits, and a monetary completion award for their yearlong service commitment.

The Commonwealth Corps program has several unique factors that distinguish it from the AmeriCorps model. Members participating in the Commonwealth Corps must be current Massachusetts residents and the program is solely funded by the State of Massachusetts.

Organizations applying to MSA to host Commonwealth Corps members are allowed to request a much smaller number of individuals serving full or half-time positions, 2-5 full-time members or 3-8 half-time members. This model is conducive to smaller agencies within the state that might not yet have the capacity to host a full AmeriCorps program, but are still able to reap the benefits of a service member. Full-time members are expected to serve 1,500 hours and half-time members are responsible for 750 hours over a 10.5 month service year, which also differs from the AmeriCorps model.

2) You must include a target for the number of hours of service contributed by community volunteers. Please provide this target.

In Year 4 of the VGF grant, MSA expects recruited community volunteers to surpass 45,000 hours of service through sponsored projects such as Martin Luther King, Jr. Day of Service and National Volunteer Week.

3) You have selected to measure both pairs of National Performance Measures, volunteers recruited and volunteers managed. The total number of hours or volunteers leveraged should be an unduplicated count during the program year. Please confirm that the targets proposed (hours and volunteers) are unduplicated counts. Please describe how you will control for double counting.

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MSA intends to only track the number of volunteers "recruited" through the VGF grant. There will not be a chance for duplicated numbers during the program year as MSA will not measure the number of "managed" volunteers.

4) Is the proposed program similar or different from your current program design e.g. any changes in number of volunteers, hours, activities? If it builds upon your current program design please discuss how. If applicable, please explain any significant differences between the proposed required performance measure targets as compared to the number of volunteers and hours reflected in recent progress reports?

The proposed activities for Year 4 of the VGF will look relatively similar in structure to the first three years of the grant. MSA will continue its engagement of volunteers for National Days of Service by supporting volunteer connectors and other community-based organizations within the state through the means of mini-grants for Martin Luther King, Jr. Day of Service and National Volunteer Week. MSA will track the number of volunteers recruited and their hours of service contributed to projects carried out by each grantee. MSA expects to see an increase in the number of volunteers recruited in Year 4, due to the Technical Assistance available from MSA and because of new partnerships encouraged and forged between agencies. The newest component to MSA's VGF program design is the Incentive Grants offered to both the Commonwealth Corps and AmeriCorps members to assist their organizations in going above and beyond in leveraging additional volunteers to their agencies. MSA believes this will enhance the number of volunteers recruited in Massachusetts which will significantly contribute to our National Performance Measure, tracking the number of volunteers recruited during the program year.

5) The performance measure feature in eGrants is still under development with a launch date of late September. Therefore, successful applicants will enter their performance measures in eGrants at a later date. If you are awarded a grant then your award will be special conditioned with a date by which performance measures must be entered into eGrants. Please acknowledge that you are aware of this special condition and will be equipped to meet this special condition.

MSA is fully equipped to enter any and all performance measures into egrants at the designated time by the Corporation for National and Community Service.

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6) CNCS is committed to managing our funds efficiently and effectively. In review of your current FY12 grant activities, please respond to the following:

a) Have you expended all of your funds at this time and if not how much is remaining?

MSA is on track to expend the majority of its funds for the 2012 Fiscal Year with only a small amount remaining. As of July 2013 MSA has \$12,003 remaining in its VGF budget

b) If you have not expended all of your funds, how do you plan to expend the remaining funds and what is your timeline?

The remaining \$4,292 in staffing and \$3,068 in fringe benefits will be completely expended by the MassVolunteers Coordinator and the Director of Development and External Relations by September 30, 2013. The remaining funds in the travel line item and program operating costs will be utilized for a training/convening for the Volunteer Connector Organizations across Massachusetts on September 27th in Boston.

c) Approximately how much will you have remaining that will not be expended for this program by the end of your project period?

MSA expects to have a total of \$2,000 in the consultant/contractual line item remaining from the 2012 Fiscal Year. MSA did not implement online trainings in partnership with the Volunteer Connectors through the MassVolunteers website. MSA instead focused on the creation and dissemination of 6 Volunteer Management Tip Sheets and trainings/workshops at the 6th Annual Massachusetts Statewide Conference on Service and Volunteering.

7) Grantees will be expected to report the number of new volunteers leveraged and number of new volunteer hours. Please confirm that if selected for funding, you have the necessary data collection and data management policies and practices to meet this requirement.

Through a contractual agreement with MSA, each grantee will be required to monitor and register all volunteers at service projects and they will record number of (new) volunteers and hours contributed by individuals serving at each project site. Each grantee will return a final report to MSA by a given date in order to receive their funding awards. In turn, MSA will keep track of all volunteers recruited

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by these organizations in our database.

### BUDGET CLARIFICATION ITEMS:

1) Supplies: The Massachusetts Service Alliance launched the YOU Generate campaign and Massvolunteers.org in April of 2012 to help increase the number of volunteers engaged in service throughout the Commonwealth. Since then, we have relied on funding to create marketing materials and advertising opportunities to continually draw awareness of this campaign to individuals across the state. We see National Volunteer Week and AmeriCorps Opening Day as optimal opportunities to distribute YOU Generate/Massvolunteers.org collateral to peak the interest of our 6,000+ new and seasoned volunteers, members and grantee organizations. We would like to see each of these groups view MassVolunteers and the campaign as their homebase for volunteerism across Massachusetts and our end goal is that they utilize the resources and new content MSA is continually generating for those involved in the volunteer sector. We think that distributing marketing materials at these events will be ideal in reminding these groups to become a part of the YOU Generate Campaign. To support these marketing efforts we will:

National Volunteer Week Promotional T-shirts: 1,000 x \$3.00 for \$3,000.00

YOU Generate Sunglasses for Distribution at AmeriCorps Opening Day: 1,100 x \$2.00 for \$2,200.00

2) Program Expense: Our campaign relies on local and regional outreach, so MSA will create a mini-grant opportunity for Volunteer Connector Organizations (VCOs) to apply for funding to locally market and cross promote the YOU Generate campaign in their region. Funding will be considered for print and online marketing space, website updates (to include YOU Generate), other local marketing strategies as deemed appropriate. We will give out up to 8 grants at 1,000 per award for a total of \$8,000.

3) Contracts: Please clarify/explain the Connect & Serve contract @ \$750 per day.

The Connect & Serve website costs a total of \$5,000 to maintain per year. This was an error in the original budget.

4) Contracts: Please clarify/justify the need for a photographer @ \$750 per day.

MSA requests \$3,000 to hire a photographer at approximately \$250 per day for 12 events. These

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events will include National Days of Service projects and local volunteer spotlight stories to maintain the [www.massvolunteers.org](http://www.massvolunteers.org) website. The original estimation in the budget was an error.

5) To promote our campaign to a wider audience across the state we will advertise in the most widely read online nonprofit publication in Massachusetts:

YOU Generate/Connect & Serve Advertising space in MassNonprofit.org Wednesday Report: 8 weeks x \$93.75 for \$750.00

## Required Documents

Document Name

Status