

Voqal Submission Guidelines

Grants in Support of Ballot Measures and Campaigns

Applicants should consider the information below as a guide to submitting a proposal. Voqal reviews the application to make informed decisions about the merits of the project, its likelihood of achieving its stated goals, and the organization's capacity to effectively carry out the activities. Should a grant be approved, the grant agreement will incorporate the terms of the final proposal.

Submission Format

Upon initial invitation, registered applicants should submit their proposals and related information through Voqal's online grant portal. They should be prepared to work closely with program staff in revising and refining proposal materials.

A completed proposal generally consists of the following parts, with some exceptions as deemed appropriate by program staff.

If your organization has applied to Voqal in the past, please use the current log-in credentials to access the organization profile. If your organization has not applied, you will first need to create a log-in account and organization profile by using the "Create New Account" button on the log-in page.

SECTION 1: General Information

To determine the appropriate application form, please answer the following questions as directed here.

- Is this grant in support of a donor collaborative or collective?
 - Answer: NO
- Is this grant to support or defeat a ballot measure?
 - Answer: YES
- Do you have a fiscal sponsor?
 - Answer YES or NO as applicable

You will also be asked to provide the name and title of the individual authorized to sign grant agreements for your organization.

SECTION 2: Ballot Measures

The following outlines the questions on the application form with direction on what Voqal is seeking in each response.

What is the name of the ballot measure/campaign?

Applicant will provide the name of the ballot measure or campaign, if known, or provide the proposed name. If the official ballot designation is known at this time, please also include.

Position:

Applicant will choose if they are supporting the passage or defeat of this ballot measure.

Amount Requested:

Applicant will enter the proposal amount as provided by program staff in the invitation.

Description of Request:

Applicant will provide a brief summary of the request.

Character limit: 500

Background:

Applicant will describe the current status of the ballot campaign and the history of the measure.

Character limit: 1,500

Reason:

Applicant will describe why this ballot measure is or is not needed, including indicating who are the current winners and losers of the current policy.

Character limit: 1,500

Path to Victory:

Applicant will describe what is needed to achieve the desired outcome.

Character limit: 1,500

Partners:

Applicant will describe partners in the campaign and the value it brings to the table.

Character limit: 1,000

Challengers:

Applicant will describe what the other side of the campaign is saying and outline any anticipated legal or political challenges.

Character limit: 1,000

Key Milestones:

Applicant will describe 4-5 high level activities or goals on the path to victory.

Character limit: 1,500

Funding Impact:

Applicant will describe how this grant will make a different in implementing the work.

Character limit: 1,000

Campaign Budget:

Applicant will attach the campaign's current budget, showing anticipated revenue and expenses, clearly indicating the timeframe covered.

SECTION 3: Communication

Please provide links to the following in the appropriate boxes:

- Facebook page
- Twitter handle/page
- Other online profiles
- Name, title, and email for the main communications staff contact

SECTION 4: Fiscal Sponsor

If your organization has a fiscal sponsor, please provide or attach the following in the appropriate boxes:

- Fiscal sponsor name
- Fiscal sponsor contact name, title, and email
- Authorized Signer
- Fiscal sponsor mailing address
- Fiscal sponsor agreement
- Fiscal sponsor financials for the most recently closed year (calendar or fiscal):
 - Statement of Financial Position/Balance Sheet, clearly indicating current assets and liabilities
 - Statement of Activities/Profit & Loss, clearly indicating current revenue and expenses

General Information

Voqal encourages applicants to contact staff with any questions or concerns while writing the application. Staff can help troubleshoot technical issues and provide guidance on question responses or program elements to highlight.

The reasons most proposals need follow-up include:

- Unclear plan of action for how work will be conducted
- Unclear timeline
- Unclear metrics
- Unclear budget; does not clearly show all revenues and expenses for the project and/or organization

To avoid follow-up questions from staff, applicant should ensure all questions are thoroughly answered and check all applicable attachments are included. Please see the applicant checklist on page 4.

Contact Information

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Voqal Grant Application Checklist

Section	Direction	Complete
General Information	Answered questions about being a donor collaborative/collective, supporting a ballot campaign, and having a fiscal sponsor	
	Provided the name and title of the authorized signer	
Ballot Measures	Provided ballot campaign name and your organization's position	
	Indicated the amount requested and provided a brief description	
	Answered narrative questions to demonstrate the campaign background, why it is needed, milestones, partners, and challengers, as outlined on pages 1-2 of this document	
	Provided a campaign budget, clearly indicating anticipated revenue and expenses	
Communications	Provided links and information about your communication platforms and contacts	
Fiscal Sponsor, if applicable	Provided name, contact information, authorized signer, and mailing address of fiscal sponsor	
	Provided the fiscal sponsor agreement	
	Provided fiscal sponsor recently closed year-end financial statements	