

## **Electronic Registration Information Center Mailing Assistance Grant Application**

The Pew Charitable Trusts offers member states of the Electronic Registration Information Center (ERIC) the opportunity to apply for financial assistance in making the initial outreach to eligible citizens who are not registered to vote.

Pew aims to maximize the effect of this funding by assisting multiple states. Those interested in obtaining funding through the program should complete this application and submit it with the necessary attachments.

Applications for funding are due at **5 p.m. EST on Mar. 18, 2016**. Applications received after this date will probably not be eligible to receive funding in 2016, and there is no promise of future rounds of grants. If awarded a grant, a state must join ERIC by May 31, 2016, to receive the grant funds.

### Eligibility

1. Applications may be submitted by current members of, or any states actively considering membership in, ERIC that have not conducted the first round of outreach to eligible but unregistered citizens. However, funding will be disbursed only to ERIC member states that have signed the bylaws and membership agreement and are in good standing with the organization.
2. Funding is available for the first round of outreach, if conducted by direct mail, to eligible but unregistered citizens.

Please note that these grants will cover only the cost of the mailings (including postage) and any applicable sales taxes. Staff time, labor, and other costs are not eligible expenses for these grants.

### Evaluation criteria

Criteria for evaluation of state applications include but are not limited to:

- Total voting eligible population (VEP).
- Population transfer with other ERIC states.
- Commitment to partnering on research regarding the most effective contact and outreach strategies.
- Percentage of mailing costs that the state is willing to contribute.
- Availability of online voter registration currently or in the near future. Online voter registration enhances the cost-effectiveness, accuracy, and efficiency of a state's participation in ERIC and of voter registration overall.

These criteria may not all be weighted equally for the purpose of selecting grantees. Applicants should indicate whether legislative or other authorization is required for the state to receive grant funding. Applicants should also be able to provide detailed information about the timeline for the authorization process and about anything that would be required of Pew as a prospective grantor.

All of the fields on the application below must be completed.

**Applicant information**

Date of application
State applying for grant
State's chief election official

**State contact information**

Name		
Email address		
Phone number		
Mailing address		
City	State	ZIP

**Contact information for party responsible for signing contracts**

Name		
Email address		
Phone number		
Mailing address		
City	State	ZIP

**State information**

1) Estimated total voting eligible population (VEP): VEP estimates can be found at the <a href="#">United States Election Project</a> .	
2) Will your office commit to participating in Pew-funded research related to the mailing?	Yes <input type="checkbox"/> <input checked="" type="radio"/> No <input type="checkbox"/> <input checked="" type="radio"/>
The intended research may involve providing data on returned mail and on the registration rates and turnout of individuals who register as a result of receiving the mailings. Pew is also interested in additional research ideas. Please provide any avenues of research you would suggest to improve the efficiency and effectiveness of the mailing.	
3) Does your state have an active online registration system?	Yes <input type="checkbox"/> <input checked="" type="radio"/> No <input type="checkbox"/> <input checked="" type="radio"/>
4) If no, are you currently working toward online voter registration?	Yes <input type="checkbox"/> <input checked="" type="radio"/> No <input type="checkbox"/> <input checked="" type="radio"/>
If applicable, please provide a timeline for implementing an online voter registration system.	

<p>5) As a condition of this grant, you will be expected to report how many individuals registered after receiving the mailing and how many voted in the subsequent election; typically, states do this by comparing the pre-election list of eligible but unregistered citizens with the post-election voter registration list. How will you track this information?</p>
<p>6) Please provide any additional information that you feel will aid Pew in making decisions on the allotment of funding.</p>

**Financial information**

<p>1) Is legislative or other authorization required for you to receive grant funding?</p>	<p>Yes <input type="radio"/></p>	<p>No <input type="radio"/></p>
<p>If yes, please describe the anticipated timeline for authorization and anything that would be required from Pew as a prospective grantor.</p>		
<p>Current HAVA funds balance:</p>	<p>\$</p>	
<p>Does the state intend to apply HAVA funds to the cost of the mailing?</p>	<p>Yes <input type="radio"/></p>	<p>No <input type="radio"/></p>
<p>What percentage of the mailing cost will the state cover? You may provide a dollar figure instead of a percentage.</p>		

**Attachments**

- Along with this application, please attach:
  - A completed provider summary, along with all required financial documentation.
  - A version of the template grant agreement that has been reviewed and edited as necessary by legal counsel and has any requested edits made in **track changes**.

- A completed budget template.

Any questions about the application process, including queries about estimating mailing costs, should be directed to Keara Castaldo of The Pew Charitable Trusts at 202-540-6949 or [kcastaldo@pewtrusts.org](mailto:kcastaldo@pewtrusts.org).

### **Estimating the cost of mailings**

Previous ERIC mailings have shown that a state's eligible but unregistered population is *roughly* 25 to 30 percent of its voting eligible population (VEP), although applicants should be prepared for deviation from this average. We recommend that you use VEP estimates from the [United States Election Project](#) to calculate your number of eligible but unregistered voters.

For an even more accurate estimate, applicants should send the following data points to Keara Castaldo of The Pew Charitable Trusts at 202-540-6949 or [kcastaldo@pewtrusts.org](mailto:kcastaldo@pewtrusts.org):

- Number of active voters.
- Number of inactive voters.
- Number of citizens who have a driver's license or state ID.

The U.S. Postal Service offers discounts for governmental units and bulk mailings. ERIC states have seen costs of 17 to 32 cents per mailing, including postage and other vendor expenses. If possible, states should work with a mail vendor to develop an appropriate cost-per-mailing estimate prior to submitting their applications. If that is not feasible, we recommend using a cost in the range of 20 to 25 cents per mailing for your calculations.

Mailing cost estimations must be submitted via the budget template.

### **Submission dates and notice of receipt**

Please submit applications electronically to Keara Castaldo ([kcastaldo@pewtrusts.org](mailto:kcastaldo@pewtrusts.org)), with a copy to Samuel Derheimer ([sderheimer@pewtrusts.org](mailto:sderheimer@pewtrusts.org)) by **5 p.m. EST on Mar. 18, 2016**. Applications received after this date will probably not be eligible for funding in 2016, and there is no promise of future grant cycles. Incomplete applications will not be considered; please make sure that you have provided all information requested in this form and in the attachments. Funds awarded in 2016 must be used for mailings to unregistered citizens by Sept. 15, 2016, in accordance with the ERIC membership agreement.

States are encouraged to submit applications as soon as possible, because funding is limited. Applicants should expect to receive notification from Pew of receipt of a completed application within 48 hours of submission.

### **Selection process**

Applications for grants will be evaluated under the criteria detailed in this application, as well as any other criterion Pew deems appropriate, regardless of whether it is listed on the application form. All states submitting applications do so with the understanding that Pew reserves the right to change the format and/or conditions for application, as well as the amount of any awards, at its sole discretion at any time, with or without notice. The number and amount of awards granted are at the discretion of Pew, which makes no guarantees that applicants will be awarded grants or that approved applicants will receive the total amount of funds requested.

**Return of funds**

If the funded mailing does not take place, regardless of the reason, all funds awarded shall immediately be refunded to Pew. If the funded mailing is terminated after partial completion, a partial refund with an accounting of the funds expended up to the termination date will be required. At the conclusion of a fully completed mailing, any unused funds will be refunded to Pew.