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 to make 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 no later than **5 p.m. EDT** on **Aug. 1, 2017**.

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:
- Total voting-eligible population (VEP).
- Population transfer with other ERIC states.
- Commitment to partnering on research regarding the outreach.
- 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 attached application must be completed.

Applicant information

Date of application	
State applying for grant	
State chief election official	

State contact information

Name		
Email address		
Phone		
Mailing address		
City	State	ZIP

Contact information for party responsible for signing contracts

Name		
Email address		
Phone		
Mailing address		
City	State	ZIP

State information

1) Estimated total voting-eligible population (VEP): VEP estimates can be found at the Election Project			
2) Will your office commit to participating in Pew-funded research related to the mailing?	Yes ◯	No ☐	
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 effect of the mailing.			
3) Does your state have an active online registration system?	Yes ◯	No ◯	
4) If no, are you currently working toward online voter registration?	Yes ◯	No ◯	
If applicable, please provide a timeline for implementing an online voter registration system.			

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 to the post-election voter registration list. How will you track this information?	
6) Please provide any additional information that you feel will aid Pew in making decisions on the allotment of funding.	

Financial information

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

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 questions about estimating mailing costs, should be directed to Samuel Derheimer of The Pew Charitable Trusts' at 202-552-2011 or sderheimer@pewtrusts.org.

Estimating the Cost of Mailings

Experience with previous ERIC mailings has 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 you use VEP estimates from the Elections Project to calculate your number of eligible but unregistered voters.

For an even more accurate estimate, applicants should send the following data points to Samuel Derheimer:

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

The U.S. Postal Service offers discounts for governmental units and bulk mailings. ERIC states have seen costs range from 17 cents 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 application. 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 Samuel Derheimer (sderheimer@pewtrusts.org) no later than **5 p.m. EDT on Aug. 1, 2017**. Applications received after this date will likely not be eligible for funding. 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 2017 must be used for mailings to unregistered citizens by no later than Sept. 15, 2018, 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 be immediately refunded to Pew, unless otherwise authorized by Pew in writing. 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, unless otherwise authorized by Pew in writing.