

Program Guidelines

NARFE's Matching Funds Program supports projects by federations and chapters for the express purpose of:

- 1) Increasing awareness of NARFE and NARFE's Federal Benefits Institute as a resource for current federal employees
- 2) Creating prospects through lead generation
- 3) Recruiting new NARFE members, and/or
- 4) Significant brand exposure

The program provides a financial match of **up to fifty percent** of the direct costs for approved projects. Pre-approval is required and funds will be distributed upon the submission of a final report which will include an assessment of the project, receipts, and M-2 cards if applicable. Funds are limited to those available in the annual budget. When funds are depleted no more applications will be accepted until the next budget year.

Projects that qualify for consideration include:

- Advertising in local newspapers/online media or other relevant local opportunities such as military base newspapers and newsletters. (Multiple placements with guidance from Headquarters Marketing and design staff.)
- Booths or tables at local meetings or conventions of federal employee associations and organizations.
- Participation in local events such as fairs/festivals/rallies that will attract the federal community.

NARFE Matching Funds will be considered for:

- Event registration fees
- Event sponsorship (limited to those that provide a significant level of promotion, to be determined)
- Online or print advertising for NARFE and/or event
- Pre-approved prizes for drawings.
- Pre-approved travel, lodging, parking and meals for federal employee association meetings/conventions where local support is not available.

NARFE Matching Funds will not apply to:

- Give-away items
- Travel, lodging, parking, and meals for events other than federal employee association meetings/conventions where local support is not available.
- Any events that occurred prior to the request for funds.

Note: If a chapter or federation submits a request for an event or sponsorship for which they have received approval in the past, the results and outcomes of previous efforts will be taken into consideration in the approval process.