



SELF-GOVERNANCE INVESTMENT FUND

Helping the Grassroots Grow
www.SGInvestmentFund.com

For questions or to submit
application, email or call:

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Application for Grassroots Grant

Directions for Application

Please review our website and brochure before filling out this application. We are seeking “highly leveraged” opportunities to advance effectiveness and involvement, and are asking questions with footnoted explanations to make it clear how we believe you can accomplish both. Your help in providing this information in the application will expedite the decision-making process so that you can get the help you need as soon as possible. Thank you for your care and time!

A board member or officer of the organization must complete this form. Only one grant request per organization will be considered by CSG at any time.

Please answer within the boxes provided.

Organization

Legal Name of Organization or Individual:

Address:

Website:

Twitter:

Facebook:

List Other Social Networks:

Brief Description of Your Organization or Proposed Organization

(Feel free to copy and paste from your website)

Date of formation:

Type of organization (501(C)(3), 501(C)(4), other non-profit, not incorporated, etc.):

Approximate number of members:

Geography served (e.g., state, county, city, township, zip code, or other description of area served):

Demographic characteristics of your membership and area served:

Discussion of organization's history:

Mission statement:

Goals & objectives for programs and services:

Publications and other communication medium:

Organizational structure:

Current funding source(s) for organization:

List major accomplishments to-date:

Organization's estimated annual budget:

Organization President or Executive Director

Name:

Address:

Phone Number:

Mobile Number:

Email Address:

Facebook:

Twitter:

List of other organization directors and contact information (if not available on your website):

Person Submitting Grant Proposal Request (if different from above)

Name:

Address:

Phone Number:

Mobile Number:

Email Address:

Facebook:

Twitter:

Reason for Grant Request

In order to fully consider your grant request, we must understand your objectives for this project. Please visit our website at www.selfgovern.com and our Self-Governance Investment Fund website at www.SGInvestmentFund.com to understand the CSG Mission and the Pillars of Self-Governance, before you answer these questions.

1. Name of Project:

2. Describe Project:

3. Who do you view as your audience or target market?

4. What is the most important result that you have or want to achieve?

5. Will your project focus attention, education and awareness on the importance of primary elections?¹ If yes, please describe.

¹ [80%] of legislative districts are controlled by a single party, so the defacto winner of the primary election wins the office. Establishment infrastructures are usually carefully constructed such that incumbents are not challenged and “anointed” candidates win open seats. This insures that whatever special interest is dominant retains power.

Primary elections typically experience low turnout; often only a few thousand votes are sufficient to turn the tide in state elections, even less in local. In this situation, well-planned grassroots activity is superior to monetary resources, which is the primary advantage special interest groups enjoy.

10. Will your project attract, organize, and activate citizens, including business leaders, to become involved in civic affairs and support your endeavors? If so, how will that happen? At what level of government or community life?

11. Will your project affect the current definition of alternatives in political discourse? If yes, please explain. How will a supporting narrative be advanced? ³ Do you need help in doing this?

12. If none of the above applies, please describe the specific goal(s) of your project in detail.

13. Do you intend to advocate for or against candidates or to facilitate partisan get-out-the-vote or voter identification activities?

³ Explanation using the 2012 healthcare debates: The main determinate of political victory is how the alternatives are defined. For instance, if the discourse revolves around only two alternatives such as “do you want to roll grandma’s wheelchair over the cliff OR increase government spending?” Increased government spending for healthcare will win. Arguing that grandma will be ok is futile because the other side will have numerous stories of suffering grandmas to support their limited definition of alternatives.

A better approach for the same political conflict is to redefine the alternatives as “Who do you want to choose Grandma’s treatment, a government bureaucrat or Grandma’s doctor?” With supporting narratives such as stories of patients receiving harmful or no treatment because of government bureaucracy, the outcome will swing the other way.

The definition of alternatives cannot be a simple statement of policy. In order to be effective, the alternatives must hit at deeply seated values held by everyone, such as “do you love grandma, do you love children?” or “do you want someone you don’t know or trust controlling your life?”

Type of Support Requested

Please check at least one.

- Monetary
- Consulting – CSG can provide experts who can help your group in the following areas
(check one or more):
 - Organizational design, development and formation
 - Filing with IRS
 - Growing membership
 - Leadership training
 - Financial
 - Fundraising
 - Traditional Media
 - Social Media
 - Other Needs (please describe)

- Speakers for key events
- Matching Funds for Fundraiser for Specific Program
- Other (please describe)

Description of Specific Need for Which Monetary Grant is Requested

Describe what is needed and the objectives, specific activities and tactics associated with this request. Also describe how this CSG assistance will enable the organization to meet a larger goal(s) and/or address a key issue(s) or policies.

Evaluation

What are the anticipated outcomes and how will you gauge success? Describe the outcome if you are not successful with this endeavor?

Other

Please feel free to provide any additional information that you feel would be relevant to this grant request that is not covered in the sections above.

Budget Information

If requesting monetary aid, please include the grant amount that you are requesting with a budgetary breakout of where it will be spent. Please indicate total program budget, what funding you have received from other organizations or foundations, and date needed and/or timeline.

Also, please provide an estimate of the benefit to your community, state and/or the nation that your project will generate, expressed in monetary terms. How much “bang for the buck” will this project generate?

Please attach the following to this Grant Request:

- IRS determination letter of 501(c)(3) status (if available)
- IRS Form 990 or Form 990EZ
- List of Board of Trustees/Directors (with affiliations)
- Organizational strategic plan (if applicable)
- Letters of support
- Resumes of key project personnel
- Annual Report (if you have one)
- Other publications (website or print)

Authorizing Signature (President of the Board or Executive Director)

CSG requires that you certify your application by submitting an electronic signature. The person signing this application must insert his or her signature and not one of another. To certify your application and provide an electronic signature, type your name within two forward slashes. For example, John Doe would look like: /John Doe/

By typing your name within the two forward slashes, you are certifying that all of the information is true and correct, you agree that you have authority to sign this application, and you agree to be bound by the terms and conditions contained in the application. After you have inserted your signature, please also type your name, title, and date.

/_____ /

Name: _____ Title: _____

Date: _____