

# Building Local Capacity Matching Grant Criteria

## Deadlines

- Friday, May 15, 2026: Applications Due
- Thursday, June 4, 2026: Awards Announced
- Friday, May 14, 2027: Final Report and Expenses for Reimbursement Due

**Overview:** The NEA-Alaska Building Local Capacity Matching Grant program is designed to assist local associations with the recruitment and retention of members and ultimately to increase membership density for local affiliates.

This grant is the result of New Business Item (NBI) 25-17 which was passed by Delegate Assembly in January of 2025. Based on the language of the NBI, locals may apply for up to \$14,000 in grant funding from NEA-Alaska based on a 25% to 75% of local to association contribution.

**Example:** If requesting \$14,000, the local would need to provide \$4,667 in matching funds for a total budget of \$18,667.

In total, \$100,000 is available for this grant cycle.

## Building Local Capacity Matching Grant Goals:

- Increase membership density in local associations
- Increase member retention rates
- Increase new member sign ups at the start of the school year
- Increase involvement in local organizing activities
- Increase local bargaining unit list data sharing with NEA-Alaska

## Basic Criteria

- Matching grants are capped at \$14,000 for each eligible project
  - The local must have matching funds at their disposal in order to qualify
- Locals must submit full plans and budgets as a part of the application process
- Locals must establish and/or maintain a Membership Committee
- Locals are limited to a single grant application per year
- Grants will be awarded to qualified applicants based on the following:

- The grant adheres to the goals and stipulations outlined in this document
- Whether the local has received a matching grant in recent years (priority may be given to new applicants)
- Whether the local has received a grant but failed to submit progress reports or ask for reimbursement for a prior grant
- All grant applications must be submitted via the online application

### **Disqualifying Criteria**

- Projects that do not specifically work towards building local capacity and/or growing and retaining membership
- Projects that do not further the NEA-Alaska Strategic Plan, goals, or objectives
- Projects that provide funds for scholarships or other fundraising activities
- Projects that fund building or renovations to structures or school property
- SWAG purchases must not exceed 50% of NEA-Alaska contributions, or \$5,000 dollars
- Requesting reimbursement for the purchase of alcohol

### **Ideas/Sample Projects/Guidelines**

- **Welcome Event:** Purchase meals or host an event for new and Potential Members to network and meet local leaders.
- **Fund Release Time:** Utilize grant funds to pay for release time for members to participate in New Educator Orientations or other activities where there are a high number of Potential Members.
- **Recurring Member Engagement Activities:** Host monthly or bi-monthly activities for members to socialize and network in a non-board/agenda-driven environment.
- **Create Branded Recruitment Materials:** Localize your membership materials with custom fliers, pamphlets, or resource guides.
- **SWAG:** For purposes of this grant, NEA-Alaska defines SWAG as durable goods that include the local and or NEA-Alaska logo, branding, or messaging consistent with the values and/or priorities of the local association. These items should be distributed only to members to bolster the association's public image.
  - SWAG must not constitute more than \$5,000 of NEA-Alaska contributions or 50% of the total grant application.
- **Prizes/Drawings:** For purposes of this grant, giveaways, prizes for drawings, prizes for participation in local events, or associated activities may not exceed \$3,500 in total.
  - Individual prizes must not exceed \$500 in value
  - Gift cards used for prizes should be capped at \$100

- Prizes or gift cards of \$600 or more trigger a W-9 from the recipient
- Do not use the word “raffle” in any of your promotional materials; use “drawing”
- Alcohol: NEA-Alaska will not reimburse for any alcohol purchases

#### **Checklist and Timeline of Activities**

- **Submit Grant Application by Friday, May 15, 2026**
- **Thursday, June 4, 2026: Awards Announced**
- **Submit Progress Report to [Susie.Smythe@neaalaska.org](mailto:Susie.Smythe@neaalaska.org) by Friday, October 2, 2026**
- **Submit reimbursement materials and a final report to [Susie.Smythe@neaalaska.org](mailto:Susie.Smythe@neaalaska.org) by Friday, May 14, 2027. Matching grant funding will not be dispersed without the following:**
  - A completed reimbursement form and a check-off list
  - Attach a copy of all invoices and proof of payment (copy of all checks, receipts, etc.)
  - All receipts must be submitted at one time
  - Documentation of your project