



Range Partnership Grant Program

2009 Request For Proposals

Grant Application Guidelines

Guidelines for the Grant Program are as follows:

Program Purpose: The Range Partnership Grant Program provides funding to help public and private shooting facilities jumpstart recruitment and retention efforts. We want to help you grow shooter numbers and shooting opportunities. The best way to increase participation is to promote and enhance shooting opportunities at the local level.

Many of the Range Partnership Grants will be pilot projects designed to test new or existing recruitment techniques and see if they are worth the investment. The National Shooting Sports Foundation (NSSF) is looking for unique models that move the needle on recruiting new shooters, re-activation of lapsed shooters and increasing opportunities for active shooters. If your project is showing to be successful, NSSF can then share this model with other public and private shooting facilities across the country as encouragement to do the same.

Who May Apply?: Only project proposals submitted by and in the name of public and private ranges/clubs or educational institutions with hunting and shooting sports curriculums/facilities shall be eligible for funding under the Grant Program. Project proposals from public and private shooting facilities only. Separate proposals must be submitted for each project to be funded.

A total of **\$250,000** will be available to public and private shooting facilities for the purpose of supporting projects designed to put **more recreational shooters and hunters in the field**. The amount of funding that selected applicants may be awarded shall be at the sole discretion of NSSF. NSSF reserves the right to suspend and/or terminate the Grant Program, adjust the total amount of funding available under the Program and correct any errors made in awarding Program funds, at any time.

How to Apply: Download the *Application Process PDF* and submit according to guidelines.

Scope of Project: Eligible projects must address one or more of the following:

- a. Recruitment of new shooters;
- b. Re-activation of lapsed shooters;
- c. Increased opportunities for active shooters to try another discipline;
- d. Communications or outreach programs/projects geared toward retaining and/or recruiting shooters.
- e. NSSF will consider funding **public and private shooting facility sponsored** meetings, symposia or conferences with the specific goal being to look at the future of recreational shooters and hunters in a state/county/town and determine what types of projects are needed to address recruitment, retention or access.

What it Isn't: The following types of projects **are not eligible** for Grant Program funding:

- a. Projects that involve building new or improving existing structures, such as clubhouses, shelter buildings, residences of employees and similar or other facilities not essential to the operation of a shooting range.
- b. Projects including activities other than with a firearm.
- c. Projects that include the purchase of land.
- d. Operation and maintenance of equipment and supplies and purchase of new equipment.
- e. Engineering and design documents and plans.
- f. All other projects that are not directly related to the above-stated project eligibility requirements as determined by the NSSF.

Project Deadline: Projects must be completed by **February 1, 2010**. Grant recipients shall also be required to submit final written reports regarding their projects. Final written reports shall be due **February 17, 2010**.

****Be advised of the following when planning your use of funds:**

- a. Upon receipt of a signed Agreement from Grantee, NSSF shall disburse 50% of the funds to Grantee.
- b. The remaining 50% of the funds shall be disbursed to Grantee within a reasonable time following NSSF's receipt and satisfactory review of final written reports.

Please seriously consider this schedule prior to submitting a grant proposal to be sure that your shooting facility can cover up-front costs.

Proposal Review and Selection Process

Grant awards are not final and shall be non-binding on NSSF until written contracts are signed with grant recipients. Grant proposals shall be evaluated for eligibility by a committee of the NSSF. Awards shall only be made to applicants with proposals that comply with all RFP guidelines, and who, in the sole judgment of the NSSF, propose activities that best promote target shooting and hunter recruitment, participation and retention objectives.

(All decisions of NSSF are final and non-reviewable.)

Grant recipients shall be required to sign a written Grants Condition Acknowledgement Agreement with the NSSF immediately following notification of acceptance. Please review the Grant Conditions Acknowledgement Agreement. Grant recipients shall also be required to execute and submit all other necessary documentation (e.g., reports) as directed during the term of the grant to ensure their commitment to the Grant Program.

The NSSF reserves the right, at any time, to cancel or amend this Review and Selection Process, reject any or all proposals, in whole or in part, waive minor irregularities in proposals, or to allow applicants to correct minor irregularities, if the best interests of the Grant Program will be served by doing so.

For more information contact:

Melissa A. Schilling

Manager, Recruitment & Retention

National Shooting Sports Foundation

11 Mile Hill Road

Newtown, CT 06470-2359

(P): (203) 426-1320

(E): mschilling@nssf.org

Application Process

Grant proposals must be received by NSSF no later than 5pm (EST), June 4, 2009.

Proposals must be submitted in both hard copy and electronic format as follows:

- All submissions must have one checklist attached;
- One original and three (3) copies of the proposal; and
- One diskette (3.5" floppy disk) or CD-ROM in Microsoft Word format and/or PDF format containing a copy of the proposal.

Proposals must be sent to:

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Grant Proposals

Grant proposals **must** be prepared in the following format and must fully address **all** of the sections below. Applicants shall limit the narrative portion of their proposals to four pages or less. To assist you in formulating your proposal, included below are special considerations and examples of how to approach a question (provided in parentheses).

1. **Title:** A short descriptive name of the proposed project.
2. **Applicant's Name & Contact Information:** Identify the name of the party applying for the grant. Also, please identify one individual in applicant's organization to whom all correspondence regarding this grant should be sent. Please include name, title, address, telephone and fax numbers and e-mail address.
3. **Awareness/Public Benefit:** Please list projects that provide outreach for customers/public. Significant outreach will help better chances of funding. Here are some examples:

(Example: Does your project support Hunter Education, Recruitment & Retention and/or help shooters/hunters become more proficient with firearms? Does it promote safe hunting and shooting practices? How does your range provide access for public shooting? How do you let the public know about your range and its activities? What programs do you have for firearms safety, hunter education, hunter sight-ins? Do you offer competitive events and encourage spectator participation with these events??

4. **Mission, goals and objectives:** Your proposal should state clearly defined mission, goals and objectives related to shooting recruitment and retention. Your application/project should reflect a need of public awareness, accessibility, frequency of use and/or recruiting/retaining how many people currently use the range.
 - a. **Mission:** What is the facility trying to do? A mission statement offers broad explanation about what this program should contribute.

(*Example:* Why is the project needed?)
 - b. **Goals:** Why are you doing this program? Goals define how the program will help achieve the broader mission.
 - c. **Objectives:** What specifically do you want to accomplish? Objectives must be measurable, and generally - although not always - set up on a relatively short time frame.

(*Example:* 1. Identify special benefits that will result from the project. 2. Special marketing plan to attract new or lapsed shooters 3. Promotion with adjacent facilities to increase participation.)

5. **Approach:** Describe the process to be followed to meet project objectives including:
 - a. A description of techniques and methods to be used;
 - b. A description of how the applicant will monitor project progress; and
 - c. A description of how the applicant will measure project progress in achieving objectives.

6. **Project Time Schedule:**
 - a. What is the time schedule for fulfilling the objectives of the project?
 - b. Identify key milestones of the project and provide the dates of the milestones that will be achieved.

7. **Evaluation component to measure effectiveness:** Your evaluation should include the following considerations, when possible. Evaluations should:
 - a. Be based on program goals and objectives. (Don't measure outputs or outcomes that you were not specifically trying to achieve.)
 - b. Identify simple program outputs such as numbers of participants and feedback (but don't stop there!)
 - c. Investigate program's learning outcomes (behavior changes, etc.) when appropriate.
 - d. Encourage use of multiple and varied assessment methods whenever possible. (The more ways you can look at something the more comprehensive your evaluation will be.)
 - e. Consider the evaluation in initial planning stages as a key project component, not tacked on at the end as an afterthought.

(If, by assessment of these criteria, the grantee discovers that this program was successful, the entire program could easily be expanded. Armed with these results, the grantees can decide upon next steps for recruitment and retention efforts.)

8. **Outline budget needs, support, resources and staffing:** As you plan your effort, you should outline all core elements of your project and ensure that it has adequate support, as well as resources and staffing to achieve your goals.
 - a. A budget should identify all the variables you need to cover. Look at what is feasible to cover over the life of the project. This will help avoid planning a project that takes more staff and resources than your agency/organization can fund. Include an itemized budget showing cost justifications where necessary. "Matching" funds or "cost-share" funds are encouraged to include in your itemized budgets and are awarded extra points when committee reviews proposals. Grant funds shall not be used for any unrelated, unnecessary or indirect expenses (e.g. salaries, overhead, office supplies, etc.) NSSF shall have final approval of all submitted budgets. If you have any questions about your budgets, please ask.

- b. Show how staff/volunteers is ready to work together to reach project goals. Consider the placement and involvement of qualified, committed and knowledgeable staff qualified to carry out parts of the project.
- c. Be integrated with similar, ongoing efforts, whenever possible. Integrating your new project with similar, ongoing efforts ensures that opportunities for and effects on participants are frequent and sustainable over time.
- d. Previous Work Conducted: Provide an overview of past projects conducted by the range that were directly related to shooter recruitment, retention, access or any other project similar in scope, especially if it was in partnership with NSSF.

9. **Outline involvement of stakeholders whenever possible:** Partners and stakeholders can be key to program development, from initial planning to evaluation. Use them whenever possible. Successful programs bring a coalition of stakeholders together to design, implement and evaluate a program that meets their mutual needs. Stakeholders have some interest in the program being developed. They care about the program and are willing to commit to it.

Diverse stakeholders lend a variety of perspectives to the program, helping shape the focus and audience for maximum benefit. Their participation also helps achieve buy-in early in the process, so the program is more likely to be used. During evaluation, stakeholders can offer input about what information to gather, how to gather it, and how to share it with important audiences.

10. **Resumes:** Include a resume or curriculum vitae ("CV") of key personnel. Resumes or CVs must not exceed one page per individual and are in addition to the five page requirement for the proposals.

Application check list

A completed application check list must accompany your grant application. Copy or remove this page, then initial each item you have attached to your application. Incomplete applications are ineligible for funding.

Check to indicate item is in your application

- Check list
- Project title
- Applicant's Name & Contact Information
- Awareness/Public Benefit
- Mission, goals and objectives
- Approach
- Project Time Schedule
- Evaluation to measure effectiveness
- Budget needs, support, resources and staffing
- One diskette (3.5" floppy disk) or CD-ROM in Microsoft Word format and/or PDF format containing a copy of the proposal.
- Four complete sets of the proposal and support documents