



Embassy of the United States of America

Notice of Funding Opportunity

Embassy of the United States of America, Tel Aviv

Announcement Type:	Notice of Funding
Funding Opportunity Title:	“2016 U.S. Presidential Elections”
Funding Opportunity Number:	PD-TLV-002
Catalog of Federal Domestic:	19.021 titled “Investing in the Middle East and North Africa”
Funding Amount:	\$500 to \$10,000 per grant
Expected Period of Performance:	July 2016-March 2017
Key Dates:	Applications due June 9, 2016

Executive Summary:

The Embassy of the United States of America in Tel Aviv announces the Notice of Funding Opportunity (NOFO) for a new program whose goal is to educate the Israeli public about the 2016 U.S. Presidential election campaign and the electoral process in the United States. Using the election process, successful projects will also communicate and reinforce the shared American and Israeli values of democracy, diversity and inclusion, and the role of civil society and the media in promoting citizen’s engagement in politics. Proposals must include one or more of the following components:

- **Lectures, panel discussions, roundtables, meetings or curriculum focusing on the U.S. Presidential elections, the U.S. electoral process, political campaigns, or the role of the media in covering the U.S. elections;**
- **Workshops/seminars discussing democracy, free elections, political campaigning, open government and transparency, with a focus on the 2016 U.S. Presidential Elections;**
- **As a run-up to the November 8 U.S. elections, a full-day U.S. Election event for featured American Studies experts, panel discussions, and roundtables;**
- **Video discussion via DVC, Zoom, or Skype with U.S. experts on the U.S. electoral process, election campaigning and the role of media in covering political campaigns;**
- **Mock debates on the issues of the campaign, real-time competitions, quizzes or questionnaires.**
- **Using music, art, theatre, photography, dance or other art forms to tell a story about the U.S. elections or the values that American democracy represents.**

Note that programs that reach a large or diverse audience, incorporate multiple institutions or have sustained impact will be given favorable consideration. Proposals may also request that a U.S. Embassy official participate in a program as a speaker at no additional cost.

Eligibility for this NOFO is limited to: an Israeli-registered NGO, high school, institute of higher education, think tank, or student organizations

**The U.S. Government is apolitical and does not fund partisan activities or activities affiliated to a particular political organization

Approximately 10 grants will be awarded under this NOFO.

The initial period of performance will be for July 2016-March 2017.

All applicants should be familiar with OMB Circular 2 CFR Part 200.

How to submit proposals: email the following to TelAvivGrants@state.gov

**Please read the entire NOFO package before submitting an application.

Notification to applicants: The Public Diplomacy Section will contact finalists by June 23 of their preliminary selection, with instructions for submission of next steps and request for additional documentation, if applicable. **Unsuccessful applicants will not be contacted.**

Program Description

A. Funding Opportunity Description

i. Background

The U.S. Embassy in Tel Aviv strives to inform Israeli audiences of the electoral processes and policy issues behind the 2016 U.S. elections as a way of communicating American values of democracy, civil rights and diversity. Some important themes include: the importance of citizens' engagement in politics, and the partnership between governments and an active civil society; the evolving role of the media in the electoral process; and the power of the U.S. presidency to affect social change or determine foreign policy.

ii. Program Goals

The goal of this program is to provide Israeli audiences with non-partisan information about the U.S. electoral process and American politics, to contextualize the current political campaigns, to explain the role of the American presidency in making policy, to explain American political values such as tolerance, diversity, civic engagement, and full and open participation in the electoral process. The program should reinforce these concepts and demonstrate their relevance to Israel's democracy and also generate goodwill and mutual understanding between the people of the United States and Israel.

iii. Audience

Program audiences will include policy makers, educators, civil society, community and youth leaders, and will represent a range of political perspectives throughout central, southern and northern Israel. It will also focus on NGO's, schools, institutes of higher learning, and think tanks promoting civil society, democratic values, and American Studies.

iv. Main Activities**

- Lectures, panel discussions, roundtables, or informal meetings focusing on the U.S. Presidential elections, the U.S. electoral process, political campaigns, or the role of the media in covering the U.S. elections;
- Workshops/seminars discussing democracy, free elections, political campaigning, open government and transparency, with a focus on the 2016 U.S. Presidential Elections;
- As a run-up to the November 8 U.S. elections, a full-day U.S. Election event for featured American Studies experts, panel discussions, and roundtables;
- Video discussion via DVC, Zoom, or Skype with U.S. experts on the U.S. electoral process, election campaigning and the role of media in covering political campaigns;
- Mock debates on the issues of the campaign, real-time competitions, quizzes or questionnaires.
- Using music, visual arts, theatre, photography, dance or other art forms to tell a story about the U.S. elections or the values that American democracy represents.

**Additional resources—such as a U.S. diplomat speaker—may be available to successful applicants where appropriate. Applicants are welcome to request that the American Center in Jerusalem or the American Corner in Akko host one or more

event; these requests will be discussed with applicants during post-award negotiations.

v. Expected Results and Performance Indicators

Success indicators should be identified in the proposal, and may include, but are not limited to:

- Changes in media coverage of the 2016 U.S. elections, in terms of depth, or in terms of coverage of aforementioned themes.
- Follow-on programs on the U.S. electoral process or projects that foster local civic engagement or democratic values that are initiated independently from the Embassy.
- Evidence of an increased understanding of U.S. electoral processes among a particular audience.
- Media placement as a direct result of activities outlined in the selected proposal/s

B. Federal Award Information

i. Available Funding and Legislative Authority

Source of funding: Public Diplomacy, Tel Aviv funds (D&CP,PD)
Statutory Authority: Smith Mundt Act.

ii. Summary of Award Information

Type of Award:	Grant
Appropriated Fiscal Year of Funds:	FY 2016
Approximate Total Funding:	\$40,000
Approximate Number of Awards:	Up to 10 awards
Anticipated Award Date:	July 1, 2016
Anticipated Project Completion Date:	March 31, 2017

iii. Deadline

Deadline for Applications:	June 9, 2016
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C. Eligibility Information

Applications by applicants which do not meet the eligibility by the time of an application deadline will result in the application not being reviewed.

1. **Eligible Applicants:** an Israeli-registered NGO, high-school, institute of higher education, student organization or think tank. The U.S. Government cannot fund partisan organizations, partisan activities, or those affiliated with a particular political party.
2. Cost-Sharing or Matching: in kind or in partnership with other similar organizations should be shown in the budget proposal.

D. Application and Submission Information

Contact: TelAvivGrants@state.gov

1. Address to Request Application Package

Please email TelAvivGrants@state.gov to request official Application Package.

2 Content and Form of Application Submission

Please read the entire NOFO and follow the guidelines for proposal preparation below. Applicants must include the following in the proposal submission. **All submissions must be in English.**

1. Table of Contents that lists application contents and attachments (if any);
2. Completed and signed [SF-424](#), [SF-424A](#) and [SF-424B](#), as directed on www.grants.gov (or see above to request Application Package). The Certifications and Assurances that your organization is agreeing to in signing the SF-424 are available at <https://statebuy.state.gov/fa/>;
3. If your organization engages in lobbying activities, a Disclosure of Lobbying Activities (SF-LLL) form is required;
4. Proposal Narrative (not to exceed 2 pages, single-spaced, 12 point Times New Roman font in Microsoft Word, at least one-inch margins), following the structure described below. **The proposal narrative should identify inputs, outputs, and outcomes of the proposal activities, timelines, and any qualitative or quantitative targets, and impact.**
5. Summary and detailed Budget in USD in an Excel spreadsheet.
6. **Monitoring and Evaluation Plan** detailing how the project's impact and effectiveness will be monitored and evaluated throughout the project, using the attached template.