



Recruitment Grant Guidelines

The American Association of Family and Consumer Sciences (AAFCS) Recruitment Grant is designed to support initiatives aimed at recruiting individuals into Family and Consumer Sciences related careers or undergraduate FCS programs, ensuring the continued growth and sustainability of the field.

The purpose of this RFP is to solicit proposals from professionals, educators, researchers, and organizations who are committed to developing innovative strategies to attract individuals to FCS-related careers and academic programs.

Proposals must address at least one of the following focus areas:

- **Awareness Campaigns:** Initiatives to increase public awareness about FCS careers and academic programs.
- **Collaborative Partnerships:** Programs that engage educational institutions, community organizations, and/or businesses to promote FCS pathways.
- **Career Exploration:** Activities that introduce students or career changers to the opportunities within FCS.
- **Scholarship and Support Programs:** Development of resources to support individuals pursuing FCS careers

Applying for the AAFCS Recruitment Grant

- Those eligible to apply for the AAFCS Recruitment Grant include:
 - Members of AAFCS (individual or organizational members).
 - Educators, researchers, and practitioners actively engaged in the FCS profession.
 - Nonprofit organizations and institutions with a focus on FCS-related careers.
- Projects implemented between July 1 of the award year and June 30 of the following year are eligible for funding.
- Application materials are prepared by the applicant and must be submitted in English.
- Members of the AAFCS Board of Directors and Grantmaking Committee are not eligible to apply during their terms of office. AAFCS staff are not eligible to apply during their periods of employment with the Association.
- All policies, procedures, and guidelines must be followed for the application to be considered for juried review.

Submitting the Application

The application must be submitted using the official application form as one PDF document. Please be aware of the page requirements for each section and include page numbers and headings. Keep a copy of all materials submitted to AAFCS. Forward questions to grants@aafts.org.

Section 1: General Information

Applicant Information

- ☐ Applicant Name
 - If individual, please include first and last name (include AAFCS Credentials, if applicable)
 - If group, agency, or organization, please specify the name of the group and the designated point of contact for the application.
- ☐ AAFCS Member Number (if applicable)
- ☐ Contact Information (Email, Phone Number, Mailing Address)

Section 2: Statement of Project Plan (Maximum of six (6) double-spaced pages, 12-point font)

- ☐ Project Title
- ☐ Focus Area(s) Addressed
- ☐ Executive Summary: Brief description of the project, goals, and expected outcomes.
- ☐ Background and Significance: Explain the need or problem/issue addressed by the project and its relevance to FCS.
- ☐ Objectives: Clearly state measurable objectives.
- ☐ Recruitment Strategy: Describe the specific approaches and methods to recruit individuals.
- ☐ Implementation Plan: Outline the approach, timeline, and activities planned.
- ☐ Impact: Discuss potential short- and long-term impacts.
- ☐ Evaluation Plan: Describe how project success will be measured and evaluated.
- ☐ Summary of Applicant Qualifications: Provide evidence of the applicant's ability to implement the project

Section 3: Budget & Justification (Maximum of three (3) double-spaced pages, 12-point font):

Explain how the grant funds (up to \$2,500) will be utilized in completing the work.

Please note the following when proposing the budget:

- ☐ The successful project requests no more than \$2,500 from AAFCS.
- ☐ Funds may be used for campaign materials, outreach activities, technology, personnel, and other direct costs.
- ☐ Expenses related to the purchase of computer hardware will not be paid by AAFCS.
- ☐ Travel to carry out objectives of the project is appropriate and may be funded by the grant.
- ☐ Indirect costs are not covered.
- ☐ Travel to participate in professional meetings will not be paid by AAFCS.

Section 4: Two Letters of Support: Each letter limited to one page and written from individuals who can give evidence of the applicant's ability to implement the project.

Evaluating the AAFCS Recruitment Grant Application

- Individuals who apply for a grant and those who write a letter of reference/support for a current applicant cannot serve as jurors for this grant.
- Jurors cannot review applications from family members, their current students, students at their own institution, or applicants who share the same employer. Jurors are responsible for identifying any applicants that include a potential conflict of interest and recusing themselves from the review process.
- Jurors selected by the AAFCS Grantmaking Committee review and score the application using the Evaluation Criteria.

Awarding the AAFCS Recruitment Grant

The AAFCS Recruitment Grant can fund up to four projects annually. The recipient(s) will be notified in late February/early March annually and will be announced during the AAFCS Annual Conference.

- The recipient(s) will receive a commemorative certificate and their name(s) and project title will be shared in AAFCS communications and materials.
- The Grantmaking Committee reserves the right not to fund a project if jurors do not find a worthy applicant.

Receiving the AAFCS Recruitment Grant

The AAFCS Recruitment Grant recipient will complete an acceptance form outlining project deliverables and timeline to align with the following:

- Any individual or group chosen to receive the AAFCS Recruitment Grant will receive a maximum of \$2,500.
- To change or modify objectives/strategies or budget lines, approval of the AAFCS Grantmaking Committee must be obtained in advance.
- One-half of the funds awarded will be dispersed within 90 days of receipt of the acceptance form. One-quarter of the funds will be disbursed upon receipt of a 6 month progress report. The final one-quarter of the funds will be disbursed upon completion of the project and submission of the final report. The reports will include budget expenditure information.
- The recipient is expected to share project deliverables at an AAFCS conference or webinar.
- The recipient will acknowledge funding as the “AAFCS Recruitment Grant from the American Association of Family and Consumer Sciences” in publications, presentations, and deliverables.
- Any unused AAFCS Recruitment Grant funds must be returned to the Association within thirty (30) days of the final report submission.

Failure to follow the guidelines will result in the ineligibility of the applicant.

Evaluation Criteria

The following criteria correspond with the AAFCS Recruitment Grant guidelines. They provide clarification, ease in preparing the application materials, and consistency in evaluation.

Evaluation Criteria	Points Possible
Relevance to FCS mission and career area(s)	/ 15
Background and Significance: Explain the need or problem/issue addressed by the project and its relevance to FCS.	/ 15
Recruitment Strategies: Innovation and creativity of recruitment strategies.	/ 15
Objectives: Clarity of objectives and implementation plan.	/ 15
Implementation and Timeline: Feasibility of implementation and timelines.	/10
Impact: Potential for significant and measurable recruitment impact.	/10
Budget: Appropriate, clear, concise, and justifiable	/ 10
Applicant Ability: Applicant(s) qualified and has ability to sufficiently and appropriately allocate time for this project.	/ 5
AAFCS Membership: As of the due date of application, the applicant(s) is an AAFCS member. <i>Note: if applicant is a team and at least one team member is an AAFCS member, full points (5) will be awarded. Partial points are not awarded for membership.</i>	/ 5
Total	/ 100