

# Colorado Media Project - 2020 #newsCOnneeds Year-End Giving Challenge

---

*Rose Community Foundation*

## *Instructions*

---

Welcome to the grant application for Colorado Media Project's 2020 #newsCOnneeds Year-End Giving Challenge.

**Please read the information and instructions in this section carefully before beginning your application.**

**If you have questions about this matching grant opportunity, please register here to join Colorado Media Project's information session on Tuesday, September 22, 2020. More details about the #newsCOnneeds campaign and matching grant opportunities, including FAQs, are available here: <https://coloradomediaproject.com/newsconneeds>**

**Goals:** To help Colorado news outlets increase awareness and grassroots support for the vital public service they provide to our communities, and to build fundraising capacity and knowledge-sharing across the local public-service media ecosystem.

**Matching Grant Eligibility:** Nonprofit or locally-owned Colorado journalism outlets that are planning to execute a year-end philanthropic giving, membership, or subscription campaign are eligible to apply for a \$5,000 matching grant from the Colorado Media Project, to leverage to raise dollar-for-dollar matches during the 2020 #newsCOnneeds campaign. Outlets must be actively publishing high-quality, fact-based, public service journalism. At least 15 outlets will be selected to participate for the matching challenge.

To be eligible for a match, contributions must meet criteria set forth by the national NewsMatch campaign, i.e., contributions from individuals of \$1,000 or less, for which the individual doesn't receive any additional benefit other than the joy of supporting local news. Newsrooms selected for the initiative will participate in campaign planning, and receive technical support, campaign graphics and collateral, and adaptable message templates through the Colorado News Collaborative, or COLab.

**Challenge:** Colorado Media Project will match up to \$5,000 per newsroom for new individual memberships, donations, subscriptions or contributions made starting on #GivingNewsDay (Dec. 1, 2020), #ColoradoGivesDay (Dec. 8, 2020), or another date or time period prior to Dec. 31, 2020 that is selected by the cohort.

**Other Requirements:** Newsrooms selected for the initiative will participate in four cohort meetings held via Zoom, covering campaign planning, execution, and evaluation:

- Early October: Group brainstorming and planning meeting
- Early November: Campaign preparation session
- December: Mid-campaign check-in
- January: group debrief

Participating outlets commit to executing the plan they develop at the brainstorming session in October, and to providing outreach examples and lessons learned to fellow cohort members at the December and January meetings. Basic documentation of donations received toward the match and summary of fundraising results must be submitted to Colorado Media Project in early 2021.

**Support:** Newsrooms selected for the initiative will receive technical support, campaign graphics and collateral, and adaptable message templates through the Colorado News Collaborative, or COLab. CMP and COLab staff and experts from News Revenue Hub will facilitate meetings and provide strategic implementation support throughout the program. The national NewsMatch campaign plans to promote #GivingNewsDay nationwide with a wide-reaching public campaign, and will share best practices for local news fundraising in November.

**Timeline:**

- Application information session: September 22, 2020
- Proposal deadline: September 28, 2020 at 5pm MT
- Notification of funding (via email): No later than October 6, 2020
- Grant period: December 1 - 31, 2020
- Matching documentation due: Early February 2021 (grant funds released after match is submitted and verified)
- Final Report due: Early February 2021

**Completing This Application**

It is best to complete the sections of this application in order, from top to bottom, as the questions you are presented with later in the application may change based on your answers to previous questions.

For text fields, you must limit your responses to the character counts provided for each question in order to submit. Character counts *do include* spaces.

## *Basic Information*

---

### **Project Name\***

Name of Project.

*Character Limit: 100*

### **Name of Executive Director/Editor/Publisher\***

Please list the person who has the authority to sign a grant contract.

*Character Limit: 100*

### **News organization owner (if different) and location**

*Character Limit: 250*

### **Is your newsroom a:\***

#### **Choices**

- 501(c)(3) nonprofit
- Public Benefit Corporation
- LLC
- Other

### **If you chose "other" in the previous question, please describe here.**

*Character Limit: 250*

### **Date organization was founded\***

*Character Limit: 100*

### **Fiscal Sponsor\***

Is there a fiscal sponsor organization for this this project that is different from the applicant organization listed on this application?

#### **Choices**

- Yes
- No

## *Fiscal Sponsor Contact Information*

---

### **Fiscal Sponsor Contact Information\***

Please provide the legal organization name and full contact information (name, title email, address and phone number) for your primary point of contact with the fiscal sponsor for this project.

*Character Limit: 1000*

## Organization Information

---

### Mission Statement\*

Please provide a mission statement for your news organization.

*Character Limit: 1000*

### Is your organization a member of the Institute for Nonprofit News (INN)?\*

#### Choices

Yes

No

### Is your organization participating in the NewsMatch campaign?\*

#### Choices

Yes

No

### Staff Members\*

How many journalism/editorial/content staff members did your newsroom employ in calendar year 2019? If some staff were partly utilized, please estimate by FTEs.

*Character Limit: 20*

### Revenue Generating Staff Members\*

How many revenue generating staff members did your organization employ in calendar year 2019? If some staff were partly utilized, please estimate by FTEs.

*Character Limit: 10*

### Newsletter Subscribers\*

How many individuals currently subscribe to your newsletter? If you have more than one, please describe and give size for each.

*Character Limit: 1000*

### Membership Program\*

Does your newsroom have a membership program? If so, please describe.

*Character Limit: 1000*

### Year-End Fundraising\*

Briefly describe your newsroom's existing plans and goals for year-end fundraising.

*Character Limit: 1000*

### Cohort Opportunity\*

What do you hope to gain from participating in this cohort opportunity?

*Character Limit: 1000*

## *Donors and Financial Information*

---

These questions will help us benchmark where you are in terms of revenue generation. If you don't know the exact numbers, please estimate.

### **Number of Donations\***

In total, how many donations, memberships, or subscriptions from individuals did you receive in calendar year 2019?

*Character Limit: 10*

### **Amount Raised\***

In total, what amount did you raise from individual donors, members, or subscribers in calendar year 2019?

*Character Limit: 20*

### **Major Donors\***

In total, how many major donors (individuals or institutions) supported your newsroom in calendar year 2019?

*Character Limit: 10*

### **Total Revenue\***

What was your total revenue from major donors (individuals or institutions) in calendar year 2019?

*Character Limit: 20*

### **Number of Donors\***

In total, how many unique donors contributed in calendar year 2019?

*Character Limit: 10*

### **Total Revenue\***

What was your total revenue in calendar year 2019?

*Character Limit: 20*

### **Total Expenses\***

What were your total expenses in calendar year 2019?

*Character Limit: 20*

### **Journalism and Editorial Production Expenses\***

What were your newsroom's total expenses devoted toward journalism and editorial production in calendar year 2019? Please include any staff who were primarily involved in content production and editing.

*Character Limit: 20*

## Revenue Generation Expenses\*

What were your organization's total expenses devoted toward revenue generation in calendar year 2019?

*Character Limit: 20*

## *Next Steps*

---

### **Submission Confirmation**

Once you have submitted your grant application, you will receive an email confirmation that it has been successfully submitted. If you wish to view your application after submission or apply for another grant in the future, access the login link at [rcfdenver.org/grantsapply](https://rcfdenver.org/grantsapply).