



## 2020 Modern Multistate Conservation Grant Program Announcement

**\*\*Submission Deadline: 5:00pm Eastern Time on May 22<sup>nd</sup>, 2020**

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### The Association of Fish and Wildlife Agencies is Soliciting the Initial Proposals for the Modern Multistate Conservation Grant Program (MSCGP)

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Before submitting The Initial Proposal for the Modern Multistate Conservation Grant (M – MSCGP), please carefully review all information and instructions contained in this announcement. The following sections are included:

#### Program Guidelines

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## **PROGRAM GUIDELINES**

### **Program Description**

#### **Authority**

The Sport Fish Restoration Act and the Wildlife Restoration Act, as amended by the Wildlife and Sport Fish Restoration Programs Improvement Act of 2000 (Pub. L. 106-408, 114 STAT. 1766 §112 et seq.; Dingell-Johnson Sport Fish Restoration Act, 16 U.S.C. §777 et seq.; and Pittman-Robertson Wildlife Restoration Act, 16 U.S.C. §669 et seq.) authorize the Secretary of the Interior to make up to \$6,000,000 available annually under the Wildlife and Sport Fish Restoration Program (WSFR) to fund multistate conservation project grants.

In addition to the regular annually available funds of \$6,000,000, the President signed the Modernizing the Pittman-Robertson Fund for Tomorrow's Needs Act (Modernizing PR Act) (Public Law (Pub. L.) 116-94) into law on December 20, 2019 as part of the larger Further Consolidated Appropriations Act, 2020. This law amends the Pittman-Robertson Wildlife Restoration Act (WR Act, 16 U.S.C. 669) to, among other measures, create a new "Modern Multistate Conservation Grant Program." The Service will cite this as the "Modern Multistate Conservation Grant Program (M-MSCGP)." **This specific Funding Opportunity (NOFO) is providing application guidance for the FY 2020 M-MSCGP award funds only.**

**Catalog of Federal Domestic Assistance (CFDA) Number:** 15.628

#### **Background, Purpose and Program Requirements**

The Association of Fish and Wildlife Agencies (Association) and the Service work cooperatively to manage the M-MSCGP. The Association manages the grant application process, providing oversight, coordination, and guidance. The Service awards and manages the grants. The M-MSCGP is a competitive grant program. Eligible grant proposals are submitted to the Association's National Grants Committee (NGC) for review and ranking to aid in the selection process. Proposals must address one or more of the Association's selected Strategic Priorities to be eligible. Strategic Priorities are annually selected by the Association to establish the States' conservation priorities, and they are used to guide proposal development and grant selection for the MSCGP. Projects awarded funding are published annually in the Federal Register.

The Modernizing PR Act makes available to the Secretary of the Interior not more **than \$5 million annually to be used exclusively for making hunter recruitment and recreational shooter recruitment grants** that promote a national hunting and shooting sport recruitment program, including related communication and outreach activities. The funds come from the authority at 26 U.S.C. 4161(b) of the IRS code of 1986 (Bows and arrows, etc.)

Administratively, the M-MSCGP will function similarly to the traditional Multistate Conservation Grant Program (MSCGP), with the Association providing the Service with a priority list of projects to be considered for award. However, the M-MSCGP awards are targeted exclusively for hunter recruitment and recreational shooter recruitment grants that promote a national hunting and shooting sport recruitment program.

The primary goal of both Multistate Conservation Grant Programs is to provide grant funds to address regional or national priority needs of the State fish and wildlife agencies (States) and their partners that are beyond the scope and capabilities of a single State. In this first year of awards for the FY 2020 M-MSCGP,

the Association's President's Task Force developed Strategic Priorities that applicants will use to develop their proposals.

## **Total FUNDING**

Estimated Total Funding: \$5,000,000.

## **APPLICANT ELIGIBILITY CRITERIA**

Only eligible grant proposals will be processed and considered for funding so please ensure that you meet the following eligibility requirements:

### **1. Applicant Eligibility:**

- 1) Agencies with lead management responsibility for fish and wildlife resources in each of the 50 States, the District of Columbia, Commonwealths of Puerto Rico and the Northern Mariana Islands, and the territories of American Samoa, Guam, and the U.S. Virgin Islands, or a group of these agencies;
- 2) Non-governmental organizations (NGOs) with and without 501(c) status. United States non-profit NGOs with 501(c) Internal Revenue Service (IRS) status must provide a copy of their Section 501(c) status determination letter received from the IRS. In addition, NGOs including educational institutions must submit with their application a certification that their organization will not use grant funds to fund, in whole or in part, any activity that promotes or encourages opposition to the regulated hunting or trapping of wildlife, the regulated taking of fish, or recreational shooting activities.

### **2. State Benefit Requirement:** Projects must benefit:

- At least 26 States,
- A majority (over 50%) of the States in a U.S. Fish & Wildlife Service Region (for a map of the USFWS regions, please visit <http://www.fws.gov/where/>), or
- A majority (over 50%) of States in a Regional Association of State Fish and Wildlife Agencies.

### **3. Strategic Priorities Addressed:** An applicant's Initial Proposal must address *at least* one of the current M-MSCGP Strategic Priorities (See page 14 for details).

- 1. Research and Evaluation**
- 2. Marketing**
- 3. Mentoring**
- 4. Engaging New Audiences**
- 5. R3 Capacity and Infrastructure**

## **THE INITIAL PROPOSAL**

### **SUBMISSION DEADLINE**

The Initial Proposal (IP) must be submitted to the MSCGP Coordinator *no later than 5:00pm* (Eastern Time) on Friday, May 22<sup>nd</sup>, 2020. IPs received after the deadline will not be considered.

### **FORMAT**

The IP consists of no more than 4 pages.

***Please note:*** Images and literature references are discouraged. Also, due to the page limit, cover letters, letters of support, and any additional materials will **NOT** be accepted.

### **SUBMISSION PROCEDURE**

The Initial Proposals must be emailed (in Microsoft Word format, **NOT** PDF format) to the Multistate Conservation Grant Program Coordinator, [syaroschuk@fishwildlife.org](mailto:syaroschuk@fishwildlife.org). You will receive a confirmation of receipt within 24 business hours.

### **INSTRUCTIONS**

Please use the “2020 M - MSCGP – The Initial Proposal” to draft your IP. The template will be distributed along with this document. It will also be available for download on the Association’s website and grants.gov.

Instructions for completing the template can be found on pages 6-9 of this document.

**2020 M - Multistate Conservation Grant Program  
The Initial Proposal**

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**Instructions:** Responses should adhere to the following specifications: single spaced, 1 inch margins, and 12-point Times New Roman font. The following items should be addressed:

**Applicant Information**

1. **Full Legal Name of Organization**
2. **Organization Website URL**
3. **Lead Applicant's Contact Information**
  - a. Title
  - b. First Name & Last Name
  - c. Street Address, City, State, Postal Code
  - d. Email
  - e. Fax/Phone Number
4. **Name and Affiliation of Co-Investigators(s)/Partner(s) (if applicable)**
5. **Have you applied for MSCGP funding before?**
6. **If yes, was/were your previous proposal(s) funded?**
7. **Date(s) of Previous Applications(s) from the most recent 3 years (if applicable)**

**Program Eligibility**

1. **Organization Information.** Please indicate the appropriate classification of your organization. If you are a nongovernmental organization, please indicate the type of NGO:  
**Applicant Classification:**
  - i. A state or a group of states - Agencies with lead management responsibility for fish and wildlife resources in each of the 50 States, the District of Columbia, Commonwealths of Puerto Rico and the Northern Mariana Islands, and the territories of American Samoa, Guam, and the U.S. Virgin Islands, or a group of these agencies;
  - ii. Nongovernmental Organization with and without 501(c) status. United States non-profit NGOs with 501(c) Internal Revenue Service (IRS) status must provide a copy of their Section 501(c) status determination letter received from the IRS. In addition, **NGOs including educational institutions must submit with their application a certification that their organization will not use grant funds to fund, in whole or in part, any activity that promotes or encourages opposition to the regulated hunting or trapping of wildlife, the regulated taking of fish, or recreational shooting activities.**
2. **State Benefit Requirement.** Please choose one of the following categories that best describes the geographic scope of the project:
  - a. Project benefits all 50 states.
  - b. Project benefits at least 26 states. Using states abbreviations, please list all states that will benefit.

- c. Project benefits a majority (over 50%) of the states in a U.S. Fish & Wildlife Service Region. Please indicate the USFWS region(s) (<http://www.fws.gov/where/>) that will benefit and list the states in each region that will benefit (use state abbreviations).
- d. Project benefits a majority (over 50%) of the states belonging to a regional association of state fish and wildlife agencies. Please indicate the regional fish and wildlife association that will benefit and list the states in each region that will benefit (use state abbreviations).

**States Benefitted**

- a. States
- b. USFWS Regions
- c. Regional Associations

**3. Primary Strategic Priority Addressed:**

- 4. Terms and Conditions.** *Use of MSCGP Grants - All applicants must ensure that their proposed project does not fund, in whole or in part, an activity that promotes or encourages opposition to the regulated hunting or trapping of wildlife or taking of sport fish.* If you accept these terms, please state “I agree with the above terms and conditions.”

**Project Information**

- 1. Project Title.** Please provide a short, descriptive name of proposed project (<20 words)
- 2. Project Length.** Please indicate whether the project will be one, two, or three years. (note: in nearly all cases, funding will only be approved for one year).
- 3. Funding Source.** Funding Source. All proposals under this NOFO must benefit 100% Hunter Recruitment and Recreational Shooter Recruitment
- 4. Funding Requested.** (MSCGP Grants are funded only for 1 year): \_\_\_\_\_ \$
- 5. Problem and Needs to be addressed (150 words):** The summary is the first opportunity to impress the importance of your proposal to the reviewers. Be sure to describe the need for the project as it relates to the Strategic Priority, alternatives in the absence of MSCGP support, as well as the benefits from addressing the problem and/or needs. Please make sure that the National Grants Committee members reviewing the proposal will see clearly, from the first page, the importance of allocating funds to your proposal.
- 6. Summary of Proposed Solution (One Paragraph, 200 words or less).** The summary is the first opportunity to outline your project idea. Briefly describe how this project meet the needs of the Strategic Priority. Then, briefly describe how your proposed solution will address the problem or needs stated above, including the methods you will use, and how your proposed approach is superior to other possible approaches. Please make sure that the National Grants Committee members reviewing the proposal will see clearly, from

the first page, the merits of your proposed approach to state fish and wildlife agencies. If selected to submit a full grant proposal, that will be your opportunity to explain the technical issues and merits of your approach in detail.

7. **Implementation, Outreach and Communication of the results:** (100 words) Briefly describe how will you implement the results or products of your project, plus enhance the usefulness, quality, and communication of the project's results, both during and after the project completion?

## **Budget**

A detailed budget is not necessary, only a general budget is required. The preferred format is a Microsoft Word or Microsoft Excel table. Please be sure to include the following information:

- The total cost of the project broken into three general categories:
  - Salaries and benefits
  - Project related expenses (such as: travel, communications, supplies, consultants etc.)
  - Equipment (purchases of tangible, personal property over \$5,000.00 that will be used for a year or more)
  - Indirect costs (if any). (Note: There is a 20% cap on indirect costs for the MSCGP)
- The amount of funds you are requesting from the MSCGP

## **Qualifications**

**Instructions:** Responses should adhere to the following specifications: single spaced, 1 inch margins, and 12-point Times New Roman font. The following items should be addressed:

- A brief abstract of relevant qualifications for the Primary Investigator/Project Coordinator.
- A brief abstract of relevant qualifications for the most important team members.

## **Evaluation of Proposals**

Recipient Initial Proposals must address one or more of the Recruitment, Retention and Reactivation (R3) Strategic Priorities for FY2020 M-MSCGP (page 3).

The Association judges every proposal on its merits and how well it addresses one or more of the Association's Strategic Priorities. The following items should be addressed in the Project Statement and/or supporting budget information:

### **Responsiveness to Strategic Priority**

1. How well does the Proposal address the specific needs of the Strategic Priority and the overall MSCGP?
2. Does the proposal take into consideration the most relevant science and or other technical components of the priority?

### **Project Quality**

1. What is the geographic scope of the Proposal and its subsequent impacts/benefits?
2. Are the project objectives clearly defined, achievable, measurable, and connected to specific goals, milestones/deliverables, and timelines (i.e., a work plan) for completion?
3. Will/can the proposed objectives and methodology produce the desired outcomes identified in the Strategic Priority under which this Proposal was submitted?
4. What is the anticipated, extended use/life of the project's results/products/services after the project is completed, and are they clearly stated in the Proposal?

### **Practical Relevance to the mission of State Fish and Wildlife Agencies**

Will the objectives/goals of the project benefit the mission of State fish and wildlife agencies?

### **Project Value**

Is the project budget detailed enough and 'reasonable' when compared to the proposed benefits as well as other projects submitted under the priority?

### **Applicant's Qualifications**

1. What are the qualifications of project personnel (project team, project leader, principal investigator)?
2. How well-suited are the project team's experience and background to successfully conduct this project?

***Please note: Any attempt to discuss a Proposal with a National Grants Committee member or technical reviewer outside of a committee meeting is considered lobbying and is strictly prohibited.***



## **INVITATIONS TO SUBMIT A FULL PROPOSAL**

The National Grants Committee will invite the applicants with the most competitive Initial Proposals to submit a Full Grant Proposal. A Full Grant Proposal consists of 1) a project narrative, 2) a detailed budget, and 3) the required federal forms.

Applicants will be notified in early June whether they are invited to submit a full proposal. Full Grant Proposal instructions will be distributed with the invitations.

Please direct any additional questions to MSCGP Coordinator at [syroschuk@fishwildlife.org](mailto:syroschuk@fishwildlife.org).



## 2020 Modern Multistate Conservation Grant Program Announcement

**\*\*Submission Deadline: 5:00pm Eastern Time on May 22<sup>nd</sup> , 2020**

**\*\***

### THE INITIAL PROPOSAL

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#### Applicant Information

1. **Full Legal Name of Organization**
2. **Organization Website URL**
3. **Lead Applicant's Contact Information**
  - a. Title
  - b. First Name & Last Name
  - c. Street Address, City, State, Postal Code
  - d. Email
  - e. Fax/Phone Number
4. **Name and Affiliation of Co-Investigators(s)/Partner(s) (if applicable)**
5. **Have you applied for MSCGP funding before?**
6. **If yes, was/were your previous proposal(s) funded?**
7. **Date(s) of Previous Applications(s) from the most recent 3 years (if applicable)**

#### Program Eligibility

1. **Organization Information:**  
**Applicant Classification:**
  - i. A state or a group of states,
  - ii. Non-governmental Organization
    1. 501(c)(3),
    2. 501(c)(6),
    3. Public or Private Institution of Higher Education
2. **State Benefited Requirement:**
  - a. Project benefits all 50 states.
  - b. Project benefits at least 26 states.
  - c. Project benefits a majority (over 50%) of the states in a U.S. Fish & Wildlife Service Region.

- d. Project benefits a majority (over 50%) of the states belonging to a regional association of state fish and wildlife agencies

**3. Strategic Priority Addressed**

- 4. Terms and Conditions.** *Use of MSCGP Grants - All applicants must ensure that their proposed project does not fund, in whole or in part, an activity that promotes or encourages opposition to the regulated hunting or trapping of wildlife or taking of sport fish. If you accept these terms, please state "I agree with the above terms and conditions."*

**Project Information**

- 1. Project Title:**
- 2. Project Length:**
- 3. Funding Source.** Funding Source: \_\_\_\_\_% WR \_\_\_\_\_% SFR
- 4. Funding Requested.** (MSCGP Grants are funded only for 1 year): \_\_\_\_\_\$
- 5. Estimate of Partnership Funds/Existing Assets to be Leveraged (if applicable)**
- 6. Problem and Needs to be addressed (150 words):**
  
- 7. Summary of Proposed Solution (200 words):**
  
  
  
  
  
  
  
  
  
  
- 8. Implementation, Outreach and Communication of the results: (100 words)**

**Budget**

The Grants Committee is only considering funding for 2020 activities at this time.

	<b>M-MSCGP Funds Requested</b>		
<b>Objective 1:</b>			
Personnel			
Fringe ( %)			
Travel			
Supplies			
Equipment			
*Contractual total			
Contractor #1			
Contractor #2			
Contractor #3			
**Other (specify)			
<i>Subtotal</i>			
<b>Objective 2:</b>			
Personnel			
Fringe ( %)			
Travel			
Supplies			
Equipment			
*Contractual total			
Contractor #1			
Contractor #2			
Contractor #3			
**Other (Specify)			
<i>Subtotal</i>			
<b>Total Direct Costs</b>			
***Indirect Costs (%) (Note: 20% cap for MSCGP) request)			
<b>Total Expenses</b>			

**Qualifications**

**Strategic Priorities**  
**2020 Modern Multistate Conservation Grant Program**

**1. Research and Evaluation**

**Description:** Development of guidelines and tools necessary to ensure activities included under the M-MSCGP will result in increased funding for wildlife conservation, while also providing a framework for conducting the 10-year study required by the Modernizing PR Act.

**Potential projects might include:** Development of an M-MSCGP framework to include standardized measurement baselines, metrics and criteria for prioritizing and evaluating M-MSCGP projects in future years based on their projected and actual return on investment for wildlife conservation funding. Development of tools to support the framework such as data collection methodologies, data dashboards, and resources that increase R3 staff competency to evaluate, manage, and interpret data in order to benefit decision making.

**2. Marketing**

**Description:** Identification of marketing needs and recommended actions to 1) maximize social support for (from increasing broad societal awareness and acceptance, to connecting prospects with opportunities) and 2) participation in hunting and recreational target shooting.

**Potential Projects might include:** Market research; best marketing practices; development of marketing toolkits; strategies to form regional or national marketing campaigns; or increase community-wide engagement and application of marketing tactics.

**3. Mentoring**

**Description:** Identification of elements of successful mentoring programs as well as current mentor/mentee motivations and apply that knowledge to expand and promote effective mentoring efforts from the current base of hunting and recreational target shooting participants.

**Potential projects might include:** Development of program guidance to increase effectiveness, scalability, and collaboration of partners; efforts to increase involvement and marketing to current participants to become mentors; or increase understanding of target markets for mentoring efforts.

**4. Engaging New Audiences**

**Description:** Assist organizations and R3 efforts with targeting new or underserved audiences by further defining likely new and efficient audiences, and then identifying effective pathways and tools to create targeted R3 efforts to engage those audiences.

**Potential projects might include:** Development of tools to increase the effectiveness of targeted R3 efforts; research projects to understand potential target audiences; toolkits or trainings to increase organizations' effectiveness in retaining new hunting and target shooting participants.

**5. R3 Capacity and Infrastructure**

**Description:** Assist the R3 community in increasing capacity and infrastructure to address regional and national R3 barriers.

**Potential projects might include:** Development of tools to help organizations improve effectiveness in R3 efforts; projects which increase partners (industry, NGO, regional associations, etc.) capacity to work on collaborative R3 efforts; development of tools that foster effective communication, planning, coordination, and networking at all levels on R3 efforts.