



Full Proposal Instructions

National Digital Inclusion Alliance: National Digital Navigator Corps

May 2022

Proposal Information

Using [the online proposal form](#), respond to each question briefly, clearly, and concisely.

Proposals are due on June 30, 2022. The narrative should not exceed 5000 words; additional information may be included in attachments. If your organization submitted a letter of intent, you may reuse some sections verbatim, in part, or not at all. Questions will be scored as indicated in the rubric below.

1. **Summary (use/adapt from LOI):** Provide a 300-500 word summary of your project, including a brief description of your organization, the community you serve, your goals for this project, and how the community will benefit.
2. **Need (use/adapt from LOI):** Provide recent data on internet and device access in the community you serve using community partners and sources like the American Community Survey, the Bureau of Indian Affairs, and Pew Research. Show evidence of your organization's familiarity with the community to support the need you identify.
 - a. Who are the target clients for your digital navigator? How many individuals do you plan to serve? What elements necessary for digital inclusion (broadband connection, devices, skills) are most needed in this community?
 - b. How have you identified your target population? (For example, include data in areas such as income, internet access, and device ownership in the community you serve using community partners and sources like the [American Community Survey](#), [the Bureau of Indian Affairs](#), and [Pew Research](#).)
 - c. How would your project complement or enhance existing services in the community?
3. **Priority Communities (use/adapt from LOI):** Please select whether you would like to be considered as serving primarily rural communities, primarily Tribal communities, or both. Describe the level to which your organization serves rural and/or Tribal communities, including data like the percentage of your clients that fall into these prioritized categories and examples of recent projects where your organization has served this audience. Organizations will score higher in the priority areas if they are primarily based in rural and/or Tribal communities, if they serve exclusively or primarily rural and/or Tribal communities, and if they are staffed by members of the rural and/or Tribal communities they serve.
4. **Management:** Describe how you propose to manage this project.
 - a. Include a description of the activities that you plan to offer to meet your goals. What are the roles, responsibilities, and qualifications of key persons involved, and do they have time to dedicate to this project?

- Identify the grantee organization's program manager and describe their previous experience with managing projects.
 - Identify the grantee organization's data manager and describe their previous experience managing data.
 - How will you identify candidates for the digital navigator position?
 - b. How will you publicize digital navigator services to members of your target audience who may not be connected with your organization?
 - c. Explain how the project will lay a foundation for digital inclusion support beyond the grant period or lead to sustainable change in community.
5. **Partners:** Identify the community partners that will be involved in executing this project. Describe the type and extent of their involvement and how they will help you connect with and serve members of your target audience. If you indicated that you will be serving a Tribal community in the *Priority Communities* section and the applying organization is not a Tribal entity or Tribally run organization, please attach a letter of support from the Tribe you will be serving or the Tribal organization you will be partnering with.
6. **Evaluation:** Describe how you will assess the success of the project, including both outputs and outcomes.
- a. Before and after data is important to accurately measure and report effectiveness. How will you document before and after “outputs”, or countable products (e.g. the number of clients served, devices distributed, home Internet subscriptions, etc)?
 - b. How will you determine whether the project reached or moved toward the project goals? How will you document the “outcomes”; the changes brought about, in part, because of the project in the target audience’s behavior, attitudes, skills, knowledge, status, or life condition? (e.g. community members will be able to find a job online, communicate with family and friends, etc.)
7. **Budget:** Download a budget worksheet and complete the highlighted sections of the budget table following the directions below. Upload the completed file to the application form. The budget worksheet can be downloaded as [a Microsoft Excel spreadsheet](#) or opened as [a Google Sheet](#). Provide a brief explanation of how you arrived at the selected amounts in the budget form.

The grant award range is \$300,000 up to a maximum of \$389,000 for the 3 year term. Amounts are set for all line items except *Digital Navigator Salary and Fringe*, *Program Management Support*, *Data Manager Support*, and *Indirect Costs*. Round amounts up or down to the nearest whole number. All project costs must be incurred during the grant period, and expenditures must accomplish the objectives of the project. All project expenditures must be documented and supported with receipts or payroll records in the final expenditure report at the end of the grant period. Costs must be verifiable from the grantee's financial records.

- a. *Digital Navigator Salary and Fringe* will be set by the applicant within a range of \$44,000-\$60,000.
- b. *Program Management Support* will be set by the applicant within a range of \$10,000-\$15,000.

- c. *Data Manager Support* will each be set by the applicant within a range of \$10,000-\$15,000.
- d. *Indirect Costs* should be set by the applicant between 0%-10% of the budget subtotal and calculated appropriately.
- e. Allowable expenses include:
 - Personnel costs for digital navigator, grantee organization's project management, and grantee organization's data manager.
 - Travel to national and regional Digital Navigator Corps meetings
 - Equipment, such as hardware, software, and assistive technology for the digital navigator and for community members, that is necessary for the project as well as associated shipping costs
 - An Indirect Cost is an organization's incurred cost that cannot be readily isolated or identified with just one project or activity. These types of costs are often referred to as "overhead costs." Typical examples are charges for utilities, general insurance, use of office space and equipment that you own, local telephone service, printing and the salaries of the management and administrative personnel of the organization. Use a rate of up to 10% of total direct costs.

Application Review Information

Applications will be reviewed by NDIA staff, AMERIND Critical Infrastructure staff, Google.org and members of the program advisory panel using the scoring rubric below to guide decision making.

Scoring Rubric

Proposal Section	Points
Summary	15
Need	15
Management	15
Partners	15
Evaluation	10
Budget	10
Priority: Rural	10
Priority: Tribal	10
Total	100

Contact for more information

If you have any questions about the proposal process or funding opportunity, please reach out to DigNavSupport@digitalinclusion.org

More information about Digital Navigators:

[National Digital Navigator Corps](#)

[Digital Navigator Model](#)

[Digital Navigators Toolkit](#)

About [National Digital Inclusion Alliance \(NDIA\)](#)

NDIA advances digital equity by supporting community programs and equipping policymakers to act. Working collaboratively with more than 700 digital inclusion practitioners, NDIA advocates for broadband access, tech devices, digital skills training, and tech support.

About [Google.org](#)

Google.org, Google's philanthropy, supports nonprofits that address humanitarian issues and apply scalable, data-driven innovation to solving the world's biggest challenges. We accelerate their progress by connecting them with a unique blend of support that includes funding, products, and technical expertise from Google volunteers. We engage with these believers-turned-doers who make Google.org a significant impact on the communities they represent, and whose work has the potential to produce meaningful change. We want a world that works for everyone—and we believe technology and innovation can move the needle.

About [AMERIND Critical Infrastructure \(ACI\)](#)

Located on the Pueblo of Santa Ana in New Mexico – a federal enclave – AMERIND Critical Infrastructure (ACI) assists Tribes in planning, building, and financing modern community broadband networks designed to bring 21st century connectivity to their peoples. ACI is a division of AMERIND, a federally chartered and Tribal government-owned risk management company.