

National PTA State Capacity Building Funding Opportunity Frequently Asked Questions (FAQ)

The [National PTA 2021-2026 Strategic Plan](#) priority areas are growth in mission and membership, leadership development and organizational effectiveness. We recognize these focus areas are the foundation for our ability to implement the PTA mission. National PTA is offering up to 10 \$10,000 State Capacity Building funding opportunities to state PTAs to help implement your capacity building plan. National PTA's State Capacity Building funding is made possible with non-dues revenue from corporate funders. This State Capacity Building funding will not require any acknowledgment or benefits to any specific corporate entity by state PTAs who receive this funding. The application will be open August 29 through October 15, 2024, 11:59 p.m. PDT.

Frequently Asked Questions (FAQ)

The following are responses to some frequently asked questions. Contact us at membership@PTA.org if you need additional assistance. We are here to support you every step of the way.

What is Capacity Building?

Building capacity in a nonprofit is about enhancing the organization's ability to achieve its mission effectively and sustainably. This process involves strengthening core areas like staff development, technology, and strategic planning, ensuring the nonprofit can operate efficiently and adapt to future challenges. By investing in these key resources, nonprofits can improve their impact and continue serving their communities for the long term.

How can I get more information or help with my application?

Zoom Call:

We will be hosting a Zoom call to share information about what capacity building may look like for your state PTA and answer your questions about how to submit the best application possible to support your state PTA capacity building efforts:

- **Tuesday, September 17, 2024**, from 8:00–9:00 p.m. EDT [Register Here](#)

Drop-in Office Hour Q&A Sessions:

We will be offering additional opportunities to drop in to Office Hours with Membership and Field Service staff so you can ask additional questions you may have as you prepare your application.

- **Tuesday, October 1, 2024**, 3:00-4:00 p.m. EDT [Register Here](#).
- **Tuesday, October 1, 2024**, 8:00-9:00 p.m. EDT [Register Here](#).
- **Tuesday, October 8, 2024**, 3:00-4:00 p.m. EDT [Register Here](#).
- **Tuesday, October 8, 2024**, 8:00-9:00 p.m. EDT [Register Here](#).

Email: Contact us at membership@pta.org with questions about the State Capacity Building Funding Opportunity or application. We are here to support you every step of the way!

What is the timeline to apply for funding?

- The application process will be open August 29 through Tuesday, Oct. 15, 2024, at 11:59 p.m. PDT.
- Applications will be judged through a double-blind review process using this [rubric](#).
- Funding announcements will be made by October 31, 2024.
- Pending the completed Award Agreement by the state PTA president by November 15, 2024, \$5,000 funding will be disbursed by ACH by the end of November.
- Implementation is expected to take place between November 2024 and June 11, 2025.
- State PTAs selected for funding will receive regular communication from National PTA Membership and Field Service staff and opportunities for cohort collaboration throughout the funding cycle.
- An additional \$5,000 will be disbursed by ACH to the state PTA bank account by June 30, if all funding requirements have been completed.

Who can apply for this capacity building funding opportunity?

Applicant must be a state PTA Executive Committee member or state PTA officer with permission from the state PTA president.

How can my state PTA be considered for this funding? It's quick and easy to share your state PTA's needs and apply in the National PTA grants portal. Get buy in from your state PTA board and answer less than 10 questions. There's no need for any special writing or technical skills to apply. We want to hear about your PTA successes and challenges/barriers and how the funding could make a positive impact on your state PTA's ability to grow mission, membership, leadership development and/or organizational effectiveness. Please only submit one application per state PTA.

Why should my state PTA apply?

If your state PTA needs funding to support your ability to grow mission, membership, leadership development and/or organization effectiveness this funding opportunity may be right for you. You should apply if your state PTAs is currently struggling:

- to provide customer service to local PTAs and their leaders
- to develop skills and abilities of current leaders at all levels
- to develop new PTA leaders at all levels
- to promote the PTA mission
- to share the value of state and National PTA
- to grow membership
- to adopt new technology
- to improve organizational effectiveness and processes
- to meet funding needs for operational effectiveness

What can this funding be used for?

This funding is flexible so your state PTA board can decide how to best meet your capacity building needs with any legitimate PTA expense.

How will the \$10,000 dollars be distributed?

After the award agreement has been signed by the State PTA President in the National PTA grants portal by November 15, 2024, \$5,000 will be funded by ACH to the state PTA bank account on record with National PTA by the end of November.

An additional \$5,000 will be funded by ACH to the state PTA bank account by June 30, if all funding requirements below have been completed.

- At least one co-lead attends two (2) required State Capacity Building Funding Support Zoom calls.
 - November 19 Zoom State Capacity Building Funding Opportunity Support Kick off call
 - May 13 Zoom State Capacity Building Funding Opportunity Support Wrap up call
- At least one co-lead completes and submits mid-year check in survey in National PTA grants portal by February 11, 2025. National PTA Membership and Field Service Staff will provide 1:1 follow-up calls to discuss progress.
- At least one co-lead completes and submits Final State Capacity Building Funding Report to share successes in National PTA grants portal by June 11, 2025.

When is the deadline to submit the application?

Apply for funding by **Tuesday, Oct. 15** at 11:59 p.m. PDT.

What makes a successful application?

We recommend you look at our [rubric](#) prior to completing the online application. The rubric is a scoring system the judges use when reviewing the answers to the application questions.

To make sure that PTAs with the most need and desire to participate receive the funding, 1 additional point will be given during the review process if at least one state PTA leader attends the Zoom State Capacity Building Funding Opportunity Application Webinar on September 18, 2024 or attends a State Capacity Building Funding Opportunity Drop-In Office Hour Call on October 1 or October 8 with National PTA Membership and Field Service Staff prior to submitting your online application by October 15, 2024. In addition, 1 point will be given if a state PTA filed a 2023 990N or has gross receipts less than \$50,000.

Who should be included on the state PTA application?

Two state PTA leaders who are either an officer or on the state PTA executive committee are required to be co-leads for your application. These co-leads and the state PTA President (if not a co-lead) will receive regular communications from National PTA Membership and Field Service staff throughout the funding cycle. The co-leads should be individuals responsible for information related to your state PTA fulfilling funding requirements and/or building and implementation of plans/goals.

When will we find out if we have been selected to receive funding?

Funding recipients will be announced October 31, 2024.

What kind of support will be offered if our state PTA receives funding?

- National PTA Membership and Field Service staff will provide a required Zoom State Capacity Building Funding Support Kick-off call that will include Co-leads from all state PTAs receiving funding.
 - National PTA Membership and Field Service staff will provide regular email communication and resources to Co-leads with CC: to the state PTA president.
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- Mid-year Check-in Survey will be an opportunity to share your implementation successes and/or challenges/barriers. National PTA Membership and Field Service staff will schedule 1:1 calls with co-leads to discuss progress.
- National PTA Membership and Field Service staff are available at any time during the year at membership@pta.org to answer questions that may arise.

When does capacity building implementation take place?

Implementation of your capacity building plan may be ongoing beyond this fiscal year, but you will report on funded programs/activities/work implemented from November 2024 to June 11, 2025.

What are the expectations and requirements if we receive funding?

All selected state PTAs will be required to:

- Have state PTA president sign an Award Agreement in the National PTA grants portal by November 15, 2024, to agree to the terms of the State Capacity Building Funding.
- Implement your plan to build capacity November 15, 2024- June 11, 2025.
- At least one co-lead will register for and participate in the required Zoom State Capacity Building Funding Support Kick-off Call on November 19, 2024.
- Complete and submit required Mid-year Check-in Survey to share your progress in the National PTA grants portal by February 11, 2025.
- At least one co-lead will register for and participate in the required Zoom State Capacity Building Funding Wrap-up Call on May 13, 2025.
- Complete and submit required Final State Capacity Building Funding Report to share your accomplishments in the National PTA grants portal by June 11, 2025

Who should I contact if I need help?

If you have questions about the application process, email membership@pta.org.
