

# Florida Humanities Speakers Series Application Instructions

(updated April 2019)



- Funding Amount:** Up to \$5,000  
A minimum one-to-one match is required.
- Due date:** 12 PM on Friday, June 21, 2019
- Funding notification:** July 26, 2019
- Project period:** August 1, 2019 – May 30, 2020

The Florida Humanities Council (FHC) is seeking a network of statewide partners to broaden its reach and strengthen its mission across the state. Selected partners will receive funding to host a series of high-quality public programs in their community and will gain access to an academic network, funding, and capacity-building opportunities provided by the Council. In return, partners will help strengthen the Council's state-wide brand and expand its mission of building strong communities and informed citizens by providing Floridians with the opportunity to explore the heritage, traditions and stories of our state and its place in the world.

## Organizations selected to host a *Florida Humanities Speakers Series* will receive:

- Funding support for 4 to 6 public programs
- A comprehensive marketing kit for the series
- Training, capacity-building, and networking opportunities
- Access to state-wide scholars and experts
- Guidance, logistical, and promotional support from the Florida Humanities Council

## Host organization's responsibilities:

- Identify a project director (staff or volunteer) to coordinate the project, attend the required meeting in August 2019, and submit required reporting
- Plan and execute between 4 and 6 public humanities programs to take place during the project period.
- Cultivate and grow an audience throughout the series
- Capture audience contact information and send to FHC following each program. This information is used to distribute an electronic program evaluation after each event.
- Maintain the Florida Humanities Speakers Series brand by using provided promotional materials and properly crediting FHC in all publicity
- Invite elected officials your public programs
- Provide a minimum 1-to-1 match of the funds provided by FHC.
- Partners may charge an admission fee, as long as it does not present a barrier to public participation. Any admission fee must be approved in writing by FHC.

## Who is eligible to apply?

Florida nonprofit organizations are eligible to host a *Florida Humanities Speakers Series*. Organizations must have an active DUNS number to apply. If awarded, you will need to register your organization with [SAM.gov](http://SAM.gov). You are still eligible to apply for funding without having an active SAM account, but you may need to register before funds can be distributed. Organizations are strongly encouraged to begin the SAM registration process before applying.

## APPLICATION SUBMITTAL

Applications must be submitted electronically via our online system. Paper applications will not be accepted. Each application must include:

1. **Application Narrative** – responses to the items listed
2. **Series Schedule Form** – Using the form provided, provide the confirmed schedule of presenters for your series. These presenters should come from the approved Speaker Directory on the FHC website. We assume that you've contacted the speakers listed in your application and that they have agreed to present on the dates listed. It is your responsibility to contact speakers and coordinate your program schedule. Programming must be completed by May 30, 2020.
3. **Support materials** – Applicants must include a letter of commitment from any third party venue. Other support materials may include photos, promotional materials, or any items that demonstrate the past success of the applicant organization in organizing public humanities programming.
4. **Budget**- Using the form provided, provide a budget for your project. Refer to the budget and cost share guidelines below.

## APPLICATION NARRATIVE

Applicants must respond to the following:

1. **Organizational Information**- Provide a mission statement and brief organizational history for the applicant organization. Please note the number of staff and volunteers of your organization. Describe any prior history your organization has with FHC.
2. **Community Information**- Briefly describe the community you serve. What are the goals in hosting a *Florida Humanities Series*? Identify any community partners that will assist you in making this project a success?
3. **Program History**- Describe the public programming that your organization currently engages in. Describe your venue and audience. Be sure to include average audience size and basic demographic information. Do you have any additional planned programming to complement your *Florida Humanities Series* events?
4. **Marketing**- The Florida Humanities Council puts great emphasis on marketing and publicity. Please describe your marketing plan and how you intend to grow your audience. Organizations are expected to utilize an electronic marketing service (i.e.- Constant Contact, etc.) Do you currently utilize such a service, and if so, how (i.e.- marketing, RSVP management, audience evaluations, etc.)?
5. **Fees**- Partners are able to charge admission to *Humanities Series* programming, provided that fees don't present a barrier to public participation. How much will admission be to your programs (if anything)? Will any discounts be available? If so, to whom?

## BUDGET

Budget must reflect all costs of hosting four to six public programs during the project period of August 1, 2019 – May 30, 2020. Request may not exceed \$5,000 and FHC funds may only be used for allowable project expenses incurred during the project period. Allowable expenses for FHC funds include the following:

- **Honoraria/Speaking Fees**
- **Travel**
  1. Travel expenses for your speakers. Discuss travel costs with speakers as you contact them for programs.
  2. Travel and lodging, if needed, to Project Director's workshop in St. Petersburg
- **Promotion of Your Series**
  1. Costs associated with publicizing your series
  2. Unless you've previously been a *Humanities Series* site, partners must budget \$300 for a *Florida Humanities Series* Banner to be displayed at each event.
- **Support Staff for Your Series** - No more than 20% of your FHC funds may go toward support staff
- **Facilities** - Venue rental if required. FHC funds cannot go towards the rental of your own facility. Use of your own facility should go towards your cost share.

**Organization Cost Share:**

Organizations are required to provide a cost share at least equal to the funds requested of FHC. Cost share should include any program expenses listed above that are not covered by FHC. They may also include, but are not limited to the following:

- **Honoraria/Travel/Promotion/Staff** - Any of these expenses not covered by FHC funds
- **Unpaid Volunteers** - Unpaid volunteer hours are considered an in-kind contribution
- **Facilities** - Use of your own facility, or one that is donated to you, is considered an in-kind contribution valued at fair-market value for the space
- **Other** - A/V equipment, video recording, food, beverages, or other expenses related to the project

**PROJECT PERIOD and PAYMENT SCHEDULE**

All programming must take place between September 1, 2019 and May 30, 2020. All final reports are due within 30 days of your final *Florida Humanities Speakers Series* program. Organizations will receive funds in two installments: 90% after attending the required project director meeting and 10% to be paid on a reimbursement basis upon submission of required final reports.

**Applicants are strongly encouraged to contact FHC to discuss their project.** Applications must be submitted by noon on the RFP closing date. Late applications will not be accepted.

**Questions:**

Alex Buell, Program Coordinator  
Florida Humanities Council  
727-873-2001  
abuell@flahum.org