



**Request for Proposals  
for the  
State and Local Government Financial Wellness Grants Program**

**Release date: May 14, 2020**

**Due date: July 15, 2020**

**Send inquiries and submissions to: [grants@NAST.org](mailto:grants@NAST.org)**

**More information, including FAQs, can be found here: [nast.org/grants](http://nast.org/grants)**

**Background Information**

In an effort to improve the financial wellness of the state and local public sector workforce, a new national initiative will competitively select and provide grants to state and local governments to establish or improve upon their own financial wellness programs.

This initiative is being administered via a collaboration of the Center for State & Local Government Excellence (SLGE), The International Public Management Association for Human Resources (IPMA-HR), and the National Association of State Treasurers Foundation (NASTF), with the generous support of the Wells Fargo Foundation.

Please join us for a webinar on Thursday, May 28th at 3 pm ET/2 pm CT/1 pm MT/ noon PT during which you can ask questions about the grant and application. Please submit questions prior to the call at [grants@NAST.org](mailto:grants@NAST.org). To register for this complimentary webinar, please [click here](#).

**Statement of Need and Intended Audience**

The purpose of this Request for Proposals (RFP) is to solicit proposals from local government and state governmental entities that have the interest and capacity to develop and offer a [financial wellness](#) program to their employees. We seek proposals that will reach the intended employees in one or a combination of formats (e.g., conferences, courses, presentations, project-based materials, curriculum, financial coaching/counseling, online training, or through traditional and social media) that will raise awareness, improve knowledge, and change their employees' financial wellness behaviors. Intended employees may be an entire jurisdiction or specific departments; partnerships between entities are encouraged.

Past [SLGE research](#) has shown that about a quarter of local governments offer financial education programs, while 68% of public employees would participate in a program if one was offered. These grants are intended to bridge this gap of want and need for financial wellness programming.

## **Project Description and Requirements**

Local government and/or state governmental entities are invited to submit a proposal to receive a one-time grant to establish a financial wellness program for their employees. These funds can be used to expand programming already offered, to establish new programs and initiatives, to work with trusted third-party vendors to reach the public sector workforce, or to reach a wider audience through other quality programming.

To assist governments in establishing these programs, SLGE, IPMA-HR, and NASTF will also provide, at no charge, supplementary tools and resources that applicants can reference in preparation for program implementation. See appendix A for further information. If you choose to include these products in your application there is no need to go into a lengthy explanation - just reference them (e.g., State Legislative Toolkit, Speaker's Kit, Conference-in-a Box). All applicants will have access to these tools.

Proposed projects and programs must be culturally appropriate for intended audiences and may include translation of deliverables into other languages as deemed necessary by local and state needs, and must be easily accessible by individuals with disabilities.

While not required, proposals will be prioritized for projects and programs that:

- include spouses/dependents and/or retirees of intended employees,
- are geared to different cohorts (e.g., low- and middle-income workers, onsite vs. in the field staff, different age groups/life stages),
- include digital formats,
- can be delivered in-person and virtually,
- include a needs assessment, and
- define the expected outcomes, including a robust approach for measuring effectiveness and impact.

Examples of digital components include: online training, learning modules, videos/podcasts, micro-sites, telephonic and online support, PDFs/worksheets, surveys/quizzes, etc. If you work, or intend to work, with a third-party consultant, please reference them.

## **Proposal Submission**

Proposals are encouraged from any local government and/or state governmental entity of any size and from any part of the United States, including DC and the territories. Collaborative partnerships amongst these entities are encouraged. Up to 26 grants will be offered for this one-year, non-renewable initiative.

Proposals should be no more than five (5) pages double spaced, plus two additional items for a total of seven (7) pages. Send as a single PDF by midnight EDT July 15, 2020 to [grants@NAST.org](mailto:grants@NAST.org).

Please include the following four (4) sections:

*1. Contact Information*

Include the following information at the beginning of the application:

- full name and title of the point of contact for the grant application. (Must be an authorized representative of the entity.)
- name of local government or state governmental entity that would receive the funds and be responsible for reporting.
- complete mailing address, telephone number and email address for the point of contact.
- total number of employees of the entity/entities covered by the grant.
- for partnership applications, please list the other local government and state governmental entities involved in the grant (if applicable) along with their point of contact information.

*2. Proposal Narrative*

Proposal narrative should include the following:

- (1) high-level project plan and 12 month timeline;
- (2) an outline of the overall approach to implement a new effort or build on an existing financial wellness program for employees;
- (3) a description of the intended audience and size, staff capacity, and needs of the governmental entity to implement or expand a program;
- (4) any unique qualities or attributes that would make your jurisdiction's proposed financial wellness program a model for other public entities; and
- (5) a list of the intended outcomes (measurable), measurement approach, and key performance indicators (KPIs).

*3. Budget and Budget Narrative*

Include a line item budget and budget narrative for the total amount requested based on the targeted number of employees to be served by this grant. This should be no more than one additional page. Workforce size parameters for grant amounts are as follows based on the size of the intended reach:

- local governments and state governmental entities with 2,500+ employees can request a grant up to \$100,000.
- local governments and state governmental entities with 500-2,500 employees can request a grant up to \$50,000.
- local governments and state governmental entities with less than 500 employees can request a grant up to \$25,000.

#### *4. Letter of Support*

Include a letter of support (on official letterhead) from the entity requesting and receiving the grant stating their support. Suggested text is as follows:

Dear Grant Reviewers:

On behalf of entity/entities, I approve and authorize the submission of this grant. If we receive the grant, I will fully support the financial wellness programs for our employees outlined in this application.

Sincerely,

{Authorized representative of the governmental organization, such as mayor, city manager, department head, secretary of a state-level department, etc.}

#### **Proposal Evaluation**

Proposals will be reviewed and selected by a panel of representatives and subject matter experts from state and local government associations. Submissions will be evaluated based on comprehensiveness of the proposed program and priorities mentioned above; implementation capacity and readiness of the organization; stakeholder communication approaches to be used; sustainability of the program; and generalizability of the approach to other public organization settings.

#### **Impact and Outcomes**

To capture the results of this project, the following metrics represent examples of the type of information that will be collected via the state and local governmental entities receiving the financial wellness grants:

- number of employees provided access to financial wellness programming,
- number of employees who participated in financial wellness programming,
- standardized subset of established measures for financial literacy – to be asked at the (a) beginning and (b) end of the financial wellness programs (e.g., OECD - Measuring Financial Literacy, GFLEC, FINRA), and
- state and local employee participant questionnaire regarding satisfaction with the new financial wellness programs.

#### **Timeline**

Release of RFP	May 14, 2020
Ongoing FAQs will be posted on <a href="https://nast.org/grants">nast.org/grants</a>	
Webinar to answer questions	May 28, 2020
Submission Deadline by midnight EST	July 15, 2020
Notification and start of grants	September 14, 2020

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## **Appendix A**

### **Free Digital Tools to Support Your Application**

These three resources will be made available to you whether or not you receive a grant to support your ongoing efforts. You can customize these tools when implementing financial wellness programs that aim to:

- Build a common understanding of financial wellness with your constituents.
- Support the development of new or ongoing policies and/or programs.
- Garner public support and participation.

#### **1. Toolkit for State Legislative Action**

We'll provide the tools to take action and promote your new financial wellness programs and practices, including:

- Draft legislation with key messages
- Guidance for writing an op-ed
- Financial wellness FAQs
- A press release template
- Social promotion guidance (twitter, LinkedIn)

#### **2. Speaker's Kit**

Whether you are presenting in person or virtually, adapt the presentation and keep your audience engaged with a specially created presentation designed with audience-customization in mind:

- A pre-loaded PPT deck with slide notes and a script that you modify for each occasion
- Supporting hand-outs like a program description, an impactful infographic, and a financial wellness checklist

#### **3. Conference-in-a-Box**

You'll be able to host a turn-key conference that includes the flexibility to create in-person or virtual events, including items like:

- A checklist for setting up on-location or virtual conferences
- Logistics planning guide for considering budget, venue, event material needs, etc.
- Sample conference programs for various audiences
- Template bios for speakers and panelists
- Post-event survey examples

**These action items will be made available to anyone who submits a proposal, regardless of whether or not you are awarded a grant.**

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## **Financial Wellness Collaborative Partners:**

**The Center for State and Local Government Excellence (SLGE)** helps local and state governments become knowledgeable and competitive employers so they can attract and retain a talented and committed workforce. SLGE identifies leading practices and conducts research on public retirement plans, health and wellness benefits, workforce demographics and skill set needs, and labor force development. SLGE brings state and local leaders together with respected researchers. Access all SLGE publications and sign up for its newsletter at [slge.org](https://slge.org).

**The International Public Management Association for Human Resources (IPMA-HR)** represents the interests of public sector human resource professionals at all levels of government. IPMA-HR provides comprehensive resources and solutions to assist public sector human resource professionals in ensuring that their organizations have the right talent to achieve their missions. The association provides a wide range of programs products and services that include research, professional development, certification, communications, public policy, and assessments. Additional information about IPMA-HR is available at [www.ipma-hr.org](https://www.ipma-hr.org).

**The National Association of State Treasurers' Foundation** promotes and improves the educational initiatives that enable members to pursue and administer sound financial policies and programs benefiting the citizens of the nation. NAST Foundation programs provide for the enhancement of public officials' understanding of the public financial arena and delivers education to the public about personal financial management. Founded in 2000, the charitable organization is governed by five-member board made up of State Treasurers. For more information, please visit [www.nast.org/foundation/](https://www.nast.org/foundation/).

**Wells Fargo & Company** (NYSE: WFC) is a diversified, community-based financial services company with \$1.9 trillion in assets. Wells Fargo's vision is to satisfy customers' financial needs and help them succeed financially. Founded in 1852 and headquartered in San Francisco, Wells Fargo provides banking, investment and mortgage products and services, as well as consumer and commercial finance, through 7,950 locations, 13,000 ATMs, the internet ([www.wellsfargo.com](https://www.wellsfargo.com)) and mobile banking, and has offices in 37 countries and territories to support customers who conduct business in the global economy. With approximately 262,000 team members, Wells Fargo serves one in three households in the United States. Wells Fargo & Company was ranked No. 26 on Fortune's 2018 rankings of America's largest corporations. News, insights and perspectives from Wells Fargo are also available at Wells Fargo Stories.