The Alabama Association of Nonprofits Micro-Film Grant Initiative:

- Helps nonprofits that have small advertising budgets and are under-invested compared to their peers:
  - Tell their stories through a short film or marketing video.
  - Generate more revenue for their nonprofit.
  - Help further their mission.

- Provides ten (10) grants that will be selected through a competitive grant application process.

- Each of the ten grants will provide:
  - $10,000 to use with one of several pre-vetted videographers (you choose).
  - $500 to compensate for staff time or outsourcing costs related to measuring project outcomes and grant reporting.

To learn more and to apply, please go to our website, alabamanonprofits.org/micro-film-grant-initiative and submit your application by 5 p.m. on April 30, 2024.

Participant Criteria

- Grants are available to current AAN members only—please ensure your membership is current before you apply. Non-members are not eligible, and your application will not be considered.

- Organizations must have an annual operating budget of $200,000 to $1M to apply.

- We share the term, “promising nonprofits” from our funders and partners at the Fidelity Charitable Catalyst Fund. Promising nonprofits are impactful in our communities but have been under-invested because of systemic barriers tied to geography or race and lack of personal connection to donors and brand recognition. We want to form a diverse cohort who will learn and grow from each other, sharing their skills and experience so we can create an exceptional team of marketing and development professionals.

- Your Executive Director, CEO or Development Director will serve as your project leader.
**Time Commitments**
Programming for the *Micro-Film Grant Initiative* will commence in May 2024 and conclude in September 2024. The estimated total time commitment is 24 hours. **Attendance at all training sessions is mandatory.**

**Programming activities include:**
- Attend videography and film messaging session (Tuesday, May 14, 2024 from 1-4 p.m. in-person in Birmingham, AL)
- Attend six (6) fundraising training sessions on:
  - May 28
  - June 11
  - June 25
  - July 16
  - July 30
  - August 6
- Session times are three hours each and the time will be determined. Some sessions are in-person in Birmingham and some are online.
- Complete monthly homework assignments.
- Commit staff to working with selected videographer to complete the project.

**Attendance Policy**
Your attendance in this cohort program is critical to learning marketing and fundraising skills to further your organization’s mission. You and your cohort members will have a better learning experience if everyone participates. Likewise, our investment in your organization will have a better return.

Attendance at training sessions is mandatory and your film will premiere at our film festival only if you have participated in 100% of our training sessions.

If you are absolutely not able to come in person (due to illness or a family emergency; no vacations, board meetings, school programs, etc.), you may designate another staff member to attend. Please recognize that your ability to learn will be impacted as well as your ability to raise the greatest amount of funding. Please plan your calendar accordingly.

*If your organization cannot commit to 100% of training sessions, please do not apply.*