



Administration for Children and Families

Office of Child Support Enforcement

Using Digital Marketing to Increase Participation in the Child Support Program

HHS-2018-ACF-OCSE-FD-1368

Application Due Date: 07/02/2018 00:00 AM

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Funding Opportunity Title:

Using Digital Marketing to Increase Participation in the Child Support Program

Announcement Type:

Modification

Funding Opportunity Number:

HHS-2018-ACF-OCSE-FD-1368

Primary CFDA Number:

93.564

Due Date for Applications:

07/02/2018 00:00 AM

Executive Summary

Notice:

- **Applicants are strongly encouraged to read the entire funding opportunity announcement (FOA) carefully and observe the application formatting requirements listed in *Section IV.2. Content and Form of Application Submission*. For more information on applying for grants, please visit "How to Apply for a Grant" on the ACF Grants & Funding Page at <https://www.acf.hhs.gov/grants/howto>.**

This funding opportunity announcement has been modified in the following sections:

- 1) Section IV.2 Content and Form of Application Submission, Page Limitations and Content for All Submission Formats, File Two (Appendices); Section IV.2 Content and Form of Application Submission, The Project Description, Optional Governing Body Documentation; and Section VIII. Other Information, Application Checklist. The changes to these sections request Governing Body Documentation from tribal applicants, if applicable.
- 2) Section I. Program Description, Purpose and Goals. The change to this section changes the "and" in the purpose and goals section to "and/or" to align with the language in Section V.1. Criteria, Project Description.
- 3) Section V.1. Criteria, Project Budget and Budget Justification. The change to this section removes the descriptor "full time" before "project director" to align with language in the rest of the FOA.

Please see the modified sections of this funding opportunity announcement for the final language.

Child Support is a crucial government program that requires parents to take responsibility and provide resources for their children. The program enjoys broad political support, and research has linked it to positive outcomes for children. Yet, evidence points to the program reaching fewer families that could benefit from its services than in years past. The goal of this grant program is to research how digital marketing may help the child support program more effectively reach and serve families. This demonstration program will test digital marketing approaches and partnerships to 1) reach parents that could benefit from child support services

through outreach/one-way communication; and 2) create or improve two-way digital communication and engagement with parents.

Grantees will design at least three time-bound digital marketing interventions of no more than 90 days length during the project period. Examples of interventions may include, but are not limited to, launching a digital media campaign, testing specific approaches to Search Engine Optimization (SEO), or communicating through a new digital medium, such as texting. Grantees will prepare a communications plan for each intervention. Grantees will evaluate projects using analytics from the digital marketing tools used in the campaigns, both during and after each intervention. Grantees should also collect and consider data from other sources related to the intervention, as applicable. Grantees are expected to use child support administrative data before, during, and immediately after the intervention period, and extrapolate potential relationships between the intervention and child support data.

Grantees must produce an evaluation report no later than 90 days after the end of each intervention. Findings will be used to modify future interventions throughout the project using the Learn, Innovate, Improve method. For more information on this, please visit the following link: [Learn, Innovate, Improve](#). The evaluation work can be done by state or tribal IV-D staff or a third-party evaluator.

I. Program Description

Statutory Authority

Section 1115 of the Social Security Act authorizes funds for experimental, pilot, or demonstration projects that are likely to assist in promoting the objectives of Part D of Title IV. Section 1115 provides that "projects: 1) must be designed to improve the financial well-being of children or otherwise improve the operation of the child support program; 2) may not permit modification in the child support program which would have the effect of disadvantaging children in need of support; and 3) must not result in increased cost to the federal government under Part 1 of such title."

Description

Background

Between 2003 and 2010, the national child support caseload was between 15.6 and 15.9 million cases each year. However, between 2010 and 2016, the national caseload dropped by more than one million cases, to 14.5 million in 2016. See "[Child Support Caseload Trends 2010-2016](#)". As noted in the article "[The Limited Reach of the Child Support Enforcement System](#)" by Daniel Schroeder:

"A detailed examination of two decades' worth of data shows a clear divergence between the official child support caseload, which peaked more than a decade ago and has been declining ever since, and the population of child support-eligible families, which has been essentially unchanged for the past two decades. This yawning gap shows a reduction in the Child Support Enforcement (CSE) program's reach because it serves a smaller share of families with children who could benefit from it. The bulk of this reduction is due to the dramatic decline in Temporary Assistance for Needy Families (TANF) caseloads, thus shrinking the pipeline of mandatory child

support cases, coupled with the real or apparent decline in earning capacities of low-income, undereducated noncustodial parents. More generally, recruitment is hampered by a lack of awareness, ability, or willingness to engage with child support among those who could benefit from child support services but are not receiving TANF.

The CSE program has always benefited from automatic enrollment, in the form of required participation of Assistance for Families with Dependent Children (AFDC) or TANF recipients. But it has never really had to do outreach to serve populations it should be serving. Now that the TANF program has been reduced to a small fraction of its former size, at the same time that poverty levels have gone up by more than five percentage points among custodial parent families since 2002, there are underserved populations for whom some form of automatic enrollment may be prudent.”

The reduced Title IV-D caseload is concerning because child support is an incredibly important source of income for families, especially those living in poverty. In FY2017, the Title IV-D child support program collected \$33 billion in collections and 95 percent of this amount went directly to families. For every \$1 spent on the program, \$5.33 was collected for children. Child support payments represent one-half of the average income for poor families who receive it and in 2015, child support payments lifted one million families out of poverty. See [2016 OCSE Infographic](#) for more information.

Some child support agencies are trying new methods to increase their caseload by focusing on raising awareness of the child support program among eligible families, as well as retooling outreach language in an effort to change public perception of the child support program. These agencies are attempting to connect with parents by optimizing search engine results, using advertisements in mobile apps or web-streaming services, and social media engagement, to name a few. To date, the primary goal of most states using these services has been to raise awareness of the child support program. States have pursued these campaigns on a time-limited basis using Title IV-D incentive funds, and others have incorporated this goal into a broader strategy, including forming social media outreach teams at the state level.

Using digital marketing to outreach for social service programs is increasingly popular due to the prevalence and familiarity that the American public now shows with digital media. More Americans are using their mobile phones to connect with each other, making digital content, including social media, a primary source of information. Data from the Pew Research Center shows that seven in ten Americans now use social media to connect with others, engage with news and online content, and share information. Pew’s [“Social Media Fact Sheet”](#) notes that “79 percent of US adults between ages 30 and 49 use Facebook, as do 61 percent of those between ages 50 and 64”.

However, social media is not the only digital media from which Americans are regularly getting information. A study by [BrightEdge Content Marketing Group](#) found that “organic search traffic accounted for 73 percent of all traffic to business services sites”. An approach often leveraged by the private sector to take advantage of this organic search traffic is called Search Engine Optimization (SEO), the process of maximizing the number of visitors to a particular website by ensuring that the site appears high on the list of results returned by a search engine. A 2016 report by Borrell Associates titled [“Trends in Digital Marketing Services”](#) notes that companies spent around \$65 billion on SEO in 2016. This means that search engines are another primary way in which child support programs can use to outreach to potential families.

Most digital marketing platforms provide extremely thorough data analytics with their services. The low cost of data analytics has broadened the opportunity for social and public service programs to use digital marketing, which has been evidenced by the increasing number of child support and public service programs using them. Increasing the Title IV-D child support program's outreach with families through digital marketing may be one way that the program can connect with eligible families not currently accessing child support services.

Purpose and Goals

The goal of this grant program is to research how digital marketing may help the child support program more effectively reach and serve families. This demonstration program will test digital marketing approaches and partnerships to 1) reach parents that could benefit from child support services through outreach/one-way communication; and/or 2) create or improve two-way digital communication and engagement with parents.

Program Design

Using Digital Marketing to Increase Participation in the Child Support Program grantees are required to implement the program model and elements described in this funding announcement. Grantees will use caseload data, findings from past outreach campaigns (if applicable), and demographic data to design at least three time-bound digital marketing interventions of no more than 90 days length, sequentially, and prepare a communications plan for each. Examples of interventions may include, but are not limited to, launching a digital media campaign, testing specific approaches to SEO, communicating through a new digital medium, or creating pathways to enable or improve two-way digital communication with families. OCSE requires that funded grantees implement interventions that are related to and/or build on each other, and use the *Learn, Innovate, Improve* method to fine-tune each intervention using findings from the first.

Projects must provide evidence that the proposed approach will *fundamentally change or improve* the way the applicant child support program approaches digital marketing and communication. The project period is 24-months. Grantees may use the first six months of the project for planning and preparation. This includes developing and refining communications plans for the project interventions, and as necessary, issuing contracts and hiring staff.

Using Digital Marketing to Increase Participation in the Child Support Program project deliverables fall into three categories: communication plans, technical assistance documents, and evaluation reports. Evaluation reports are discussed in *Section I.4, Evaluation Design*.

Communications Plans. By the end the six month planning phase, all grantees must present a *draft* communications plan for the each intervention proposed. The plan is flexible, and will be revised based on learnings from each intervention, following the requirement that the interventions be tiered and/or related to one another. The initial draft plan must:

- identify the purpose of the intervention/communication;
- identify the audience;
- plan and design the key message;
- identify the digital mediums/programs that will be used to communicate;
- identify required resources, such as financial requirements, contractor/consultant time, staff time, necessary tools;

- identify potential barriers to implementing the intervention and outline potential solutions;
- create an action plan; and
- describe how the plan will be evaluated and may be adjusted, based on implementation, and specify which data analytics will be pulled and the frequency of the data pull.

The communications plan must be revised after each intervention and before starting the next intervention. The revisions must be based on lessons learned through the Learn, Innovate, Improve method. See *Section I.4, Evaluation Design*, for more details.

Technical Assistance Documents. Over the course of the project, grantees must create technical assistance documents from their program materials. The target audience for these documents is other Title IV-D child support agencies who are interested in implementing similar projects. These include templates and/or briefs of key program documents to be shared with other Title IV-D child support agencies.

At a minimum, each grantee must provide the following documents at either 60-90 days post intervention or the end of project (as noted):

60 or 90 days post intervention:

1. Final revised communication plan from each intervention OR final communication plan from last intervention at end of project. This document must be in a format that can be used as a template by other Title IV-D child support programs. Timing depends on how tiered/related interventions are to each other, and justification for timing must be explained in the application; and
2. A brief on the intervention, highlighting findings from the intervention's evaluation report.

End of project:

1. Content calendar template, with incorporated revisions from findings;
2. Final form of style guide(s); and
3. Final standard operating procedures/internal procedures for tracking information and doing review/clearance of messaging.

Grantees must submit technical assistance documents to OCSE as early as they can be created in a version that will incorporate lessons learned from project interventions. OCSE will take the lead in managing delivery of these technical assistance documents to other agencies.

Additionally, OCSE will lead various training and technical assistance opportunities for other states to learn about the *Using Digital Marketing to Increase Participation in the Child Support Program* projects. Grantees are required to participate as requested and may use grant funding to support technical assistance and training efforts. See *Section I.5., Project Management* for more information.

Evaluation Design

This demonstration is intended to generate evidence-based knowledge and information so that state, tribal, and federal policymakers and program administrators can determine whether using digital marketing can better engage families in need of child support's services. Grantees will

evaluate interventions using the *Learn, Innovate, Improve* method. For more information on this, please visit the following link: [Learn, Innovate, Improve](#).

Grantees are required to use grant funds to pay for evaluation of their own projects; however, they are not required to hire an outside firm to do so. The evaluation work can be done by state or tribal IV-D staff, a third-party contractor, or partner.

Data Sources. Grantees will evaluate projects by pulling data analytics from the digital marketing tools used in the campaigns, both before, during, and after each intervention. Grantees should also collect and consider data from other sources related to the intervention, as applicable. Grantees are expected to use child support administrative data before, during, and immediately after the intervention period, and extrapolate potential relationships between the intervention and child support data.

Outcome Measures. The measures and outcomes to be examined will be identified in the grantee's logic model for the project. Examples of measures of child support outcomes using child support administrative data that grantees may consider using in their evaluation include, but are not limited to: 1) number of contacts with the child support program; 2) program efficiency measures; and 3) other program mission outcomes. At a minimum, one intervention must examine the number of applications to the child support program before, during and immediately after the intervention period, and infer potential relationships between the intervention and child support data.

Evaluation Reports. Grantees must submit interim evaluation reports at least 90 days after each intervention, and also submit a final evaluation report within 90 days after the conclusion of the project. The reports due after each intervention will provide details on how well the intervention achieved its goal and outline recommendations for changes to the next intervention.

The final evaluation report should summarize findings from each intervention and changes made to subsequent interventions. It must highlight data sources and analytics collected during the intervention, and discuss the most and least successful approaches. It will list the child support outcomes examined for each intervention and describe the relationship found between each intervention and these child support outcomes. At a minimum, the number of applications to the program before, during, and after the intervention will be examined for one intervention.

Project Management

Child support agencies must ensure appropriate project management for *Using Digital Marketing to Increase Participation in the Child Support Program* projects. Grantees must ensure that staff, contractors, or agency partners with digital marketing expertise lead the development and management of the communication plan and data analysis. Grantees should design their program according to their agency structure and needs. Child support staff may lead the digital marketing campaigns and perform evaluation tasks, or the responsibility for this work can be contracted to a third-party agency, or a community partner to achieve project goals.

OCSE anticipates that each grantee will employ a project manager to ensure that the project is planned, implemented, and evaluated successfully. The position requires oversight of the project budget, deliverables from staff and/or contractors, and the project evaluation. OCSE expects that the project manager will hold regular meetings with internal, contracted, and/or project staff to

discuss any challenges/barriers to completion and resolve them as quickly and effectively as possible.

There will be no annual grantee workshop for project grantees. Instead, grantees may use grant funds to pay for two grantee staff to attend a learning opportunity or conference related to digital media outreach during the project period. OCSE will assist grantees in identifying opportunities. The goal of attendance is to promote coordination, information and resource sharing, troubleshooting, training, and learning opportunities for staff in order to develop the capacity of the agency to continue digital outreach after the *Using Digital Marketing to Increase Participation in the Child Support Program* grant has ended.

To further encourage learning opportunities for grantees, OCSE will coordinate a learning community for *Using Digital Marketing to Increase Participation in the Child Support Program* grantees. This will include calls or webinars every two months to support grantees in project development, implementation, and evaluation. Additionally, OCSE staff will speak monthly with grantees to provide support and ensure fidelity to the project goals.

OCSE will lead technical assistance and training for non-grantee states and tribes to learn about the projects. This will include distributing grantee project's technical assistance documents to these agencies and leading training and technical assistance opportunities. Grantees are expected to participate in these opportunities as asked and support development of resources when needed. Additionally, grantees are expected to work with OCSE to submit a proposal to speak about their project at a national conference at least one time over the course of the grant project. This conference may be a child support conference (ERICSA, WICSEC, NCCSD, NTCSA, or NCSEA) or other social service/policy/evaluation/government conferences where digital outreach may be of interest to attendees. Grant funds may be used to cover participant travel if a proposal is selected.

Waiver Requirements

The applicant may need to request a waiver of certain provisions of the Act. Section 1115(a)(1) of the Act allows the Secretary of Health and Human Services to waive a state plan requirement in Section 454, and Section 1115(a)(2)(A) allows the Secretary to treat certain unallowable expenditures as allowable state expenditures for purposes of the demonstration project. A request to waive state-wideness and other state plan requirements that facilitate the conduct of the project or enable the state to accomplish the purposes of the project may also be needed.

Waivers requested in the application will be covered as part of the grant agreement unless noted upon award. Waivers requested after award will be granted if it is determined they are essential to the demonstration.

For more information on program components specific to this FOA, please reference *Section IV.2 Content and Form of Application Submission, The Project Description, and Budget and Budget Justification*.

II. Federal Award Information

Funding Instrument Type:

G (Grant)

Estimated Total Funding:

\$2,587,572

Expected Number of Awards:

17

Award Ceiling:

\$170,000

Per Project Period

Award Floor:

\$20,000

Per Project Period

Average Projected Award Amount:

\$157,647

Per Project Period

Anticipated Project Start Date:

09/30/2018

Length of Project Periods:

Other

Additional Information on Project Periods and Explanation of 'Other'

24-month project period and budget period (fully funded)

Additional Information on Awards:

Awards made under this announcement are subject to the availability of federal funds.

Applications requesting an award amount that exceeds the *Award Ceiling* per budget period, or per project period, as stated in this section, will be disqualified from competitive review and from funding under this announcement. This disqualification applies only to the *Award Ceiling* listed for the first 12-month budget period for projects with multiple budget periods. If the project and budget period are the same, the disqualification applies to the *Award Ceiling* listed for the project period. Please see *Section III.3. Other, Application Disqualification Factors*.

Note: For those programs that require matching or cost sharing, recipients will be held accountable for projected commitments of non-federal resources in their application budgets and budget justifications by budget period or by project period for fully funded awards, even if the projected commitment exceeds the required amount of match or cost share. **A recipient's failure to provide the required matching amount may result in the disallowance of federal funds.** For more information on these requirements, see *Section III.2. Cost Sharing or Matching*.

Notice About Section 1115 Funding: The statute for this grant program authorizes recipients of Section 1115 grant funding to draw down Federal Financial Participation (FFP) on the award amount according to the match rate for the recipient organization. Any FFP drawn down in association with this grant funding must become part of the project budget. The award amounts (ceiling and floor) listed in this funding opportunity announcement reflect only 1115 funding and the expected number of awards and estimated average award amount assumes a mix of state and tribal awardees.

The total award ceiling for all projects, accounting for Section 1115 funding and applicable FFP, is \$500,000, and OCSE anticipates that most awards will be funded at the award ceiling amount for the applicant's organization type. The following information is to help potential applicants determine their award ceiling and floor based on the FFP match rate for recipient organization type.

For States (66 percent FFP): The Section 1115 Award Ceiling is \$170,000 and the floor is \$140,000. The FFP amount, calculated using the Section 1115 award ceiling amount, is \$330,000. A project awarded the Section 1115 Award Ceiling of \$170,000 would receive a total award of \$500,000.

For Tribes (80 percent FFP): The Section 1115 Award Ceiling is \$100,000 and the floor is \$70,000. The FFP award, calculated using the Section 1115 award ceiling amount, is \$400,000. A project awarded the Section 1115 Award Ceiling of \$100,000 would receive an estimated total award of \$500,000.

For Tribes (90 percent FFP): The Section 1115 Award Ceiling is \$50,000 and the floor is \$20,000. The FFP award, calculated using the Section 1115 award ceiling amount, is \$450,000. A project awarded the Section 1115 Award Ceiling of \$50,000 would receive an estimated total award of \$500,000.

Applicants must include a budget and budget narrative for both Section 1115 and FFP funding in their applications. However, the SF-424 and the SF-424A should ONLY detail the Section 1115 budget request.

Description of ACF's Anticipated Substantial Involvement Under the Cooperative Agreement Award

III. Eligibility Information

III.1. Eligible Applicants

State IV-D agencies (including the District of Columbia, Guam, Puerto Rico, and the Virgin Islands) and Tribal Title IV-D agencies or the umbrella agency of the IV-D program are eligible to receive awards under this funding opportunity announcement. Tribal programs in the startup phase are not eligible.

Applications from individuals (including sole proprietorships) and foreign entities are not eligible and will be disqualified from competitive review and from funding under this announcement. See *Section III.3. Other, Application Disqualification Factors*.

III.2. Cost Sharing or Matching

Cost Sharing / Matching Requirement:

No

For all federal awards, any shared costs or matching funds and all contributions, including cash and third-party in-kind contributions, must be accepted as part of the recipient's cost sharing or matching when such contributions meet all of the criteria listed in 45 CFR § 75.306.

For awards that require matching by statute, recipients will be held accountable for projected commitments of non-federal resources in their application budgets and budget justifications by budget period, or by project period for fully funded awards, even if the projected commitment exceeds the amount required by the statutory match. **A recipient's failure to provide the**

statutorily required matching amount may result in the disallowance of federal funds. Recipients will be required to report these funds in the Federal Financial Reports.

For awards that do not require matching or cost sharing by statute, where “cost sharing” refers to any situation in which the recipient voluntarily shares in the costs of a project other than as statutorily required matching, recipients will be held accountable for projected commitments of non-federal resources in their application budgets and budget justifications by budget period, or by project period for fully funded awards. These include situations in which contributions are voluntarily proposed by a recipient or subrecipient and are accepted by ACF. Non-federal cost sharing will be included in the approved project budget so that the recipient will be held accountable for proposed non-federal cost sharing funds as shown in the Notice of Award (NOA). **A recipient’s failure to provide voluntary cost sharing of non-federal resources that have been accepted by ACF as part of the approved project costs and that have been shown as part of the approved project budget in the NOA, may result in the disallowance of federal funds. Recipients will be required to report these funds in the Federal Financial Reports.**

III.3. Other

Application Disqualification Factors

Applications from individuals (including sole proprietorships) and foreign entities are not eligible and will be disqualified from competitive review and from funding under this announcement.

Award Ceiling Disqualification

Applications that request an award amount that exceeds the *Award Ceiling* per budget period or per project period ("per project period" refers only to fully funded awards), as stated in *Section II. Federal Award Information*, will be disqualified from competitive review and from funding under this announcement. This disqualification applies only to the *Award Ceiling* listed for the first 12-month budget period for projects with multiple budget periods. If the project and budget period are the same, the disqualification applies to the *Award Ceiling* listed for the project period.

Required Electronic Application Submission

ACF requires electronic submission of applications at www.Grants.gov. **Paper applications received from applicants that have not been approved for an exemption from required electronic submission will be disqualified from competitive review and from funding under this announcement.**

Applicants that do not have an Internet connection or sufficient computing capacity to upload large documents to the Internet may contact ACF for an exemption that will allow the applicant to submit applications in paper format. Information and the requirements for requesting an exemption from required electronic application submission are found in "ACF Policy for Requesting an Exemption from Electronic Application Submission" at www.acf.hhs.gov/grants/howto#chapter-6.

Missing the Application Deadline (Late Applications)

The deadline for electronic application submission is 11:59 pm ET on the due date listed in the *Overview* and in *Section IV.4. Submission Dates and Times*. Electronic applications submitted to www.Grants.gov after 11:59 pm ET on the due date, as indicated by a dated and time-stamped email from www.Grants.gov, will be disqualified from competitive review and from funding under this announcement. That is, applications submitted to www.Grants.gov, on or after 12:00 am ET on the day after the due date will be disqualified from competitive review and from funding under this announcement.

Applications submitted to www.Grants.gov at any time during the open application period, and prior to the due date and time, which fail the www.Grants.gov validation check, will not be received at, or acknowledged by ACF.

Each time an application is submitted via www.Grants.gov, the submission will generate a new date and time-stamp email notification. Only those applications with on-time date and time stamps that result in a validated application, which is transmitted to ACF will be acknowledged.

The deadline for receipt of paper applications is 4:30 pm ET on the due date listed in the *Overview* and in *Section IV.4. Submission Dates and Times*. Paper applications received after 4:30 pm ET on the due date will be disqualified from competitive review and from funding under this announcement. **Paper applications received from applicants that have not received approval of an exemption from required electronic submission will be disqualified from competitive review and from funding under this announcement.**

Notification of Application Disqualification

Applicants will be notified of a disqualification determination by email or by USPS postal mail within 30 federal business days from the closing date of this FOA.

IV. Application and Submission Information

IV.1. Address to Request Application Package

First Name:

Michelle

Last Name:

Jadcak

Organization 1:

U.S. Department of Health and Human Services

Organization 2:

Administration for Children and Families

Organization 3:

Office of Child Support Enforcement

Street 1:

330 C Street SW

Street 2:
City:
Washington
State:
DC District of Columbia
Zip:
20201
Phone:
(202) 401-4578
Phone 2:
Fax:
Email:
OCSE.DPI@acf.hhs.gov
URL:

Application Packages

Electronic Application Submission:

The electronic application submission package is available in the FOA's listing at www.Grants.gov.

Applications in Paper Format:

For applicants that have received an exemption to submit applications in paper format, Standard Forms, assurances, and certifications are available in the "Select Grant Opportunity Package" available in the FOA's Grants.gov Synopsis under the Package tab at www.Grants.gov. See *Section IV.2. Request an Exemption from Required Electronic Application Submission* if applicants do not have an Internet connection or sufficient computing capacity to upload large documents (files) to www.Grants.gov.

Federal Relay Service:

Hearing-impaired and speech-impaired callers may contact the Federal Relay Service (FedRelay) for assistance at www.gsa.gov/fedrelay.

IV.2. Content and Form of Application Submission

FORMATTING APPLICATION SUBMISSIONS

Each applicant applying electronically via www.Grants.gov is required to upload only two electronic files, excluding Standard Forms and OMB-approved forms. No more than two files will be accepted for the review, and additional files will be removed. Standard Forms and OMB-approved forms will not be considered additional files.

FOR ALL APPLICATIONS:

Authorized Organizational Representative (AOR)

AOR is the designated representative of the applicant/recipient organization with authority to act on the organization's behalf in matters related to the award and administration of grants. In signing a grant application, this individual agrees that the organization will assume the

obligations imposed by applicable Federal statutes and regulations and other terms and conditions of the award, including any assurances, if a grant is awarded.

Point of Contact

In addition to the AOR, a point of contact on matters involving the application must also be identified. The point of contact, known as the Project Director or Principal Investigator, should not be identical to the person identified as the AOR. The point of contact must be available to answer any questions pertaining to the application.

Application Checklist

Applicants may refer to *Section VIII. Other Information* for a checklist of application requirements that may be used in developing and organizing application materials.

Accepted Font Style

Applications must be in Times New Roman (TNR), 12-point font, except for footnotes, which may be TNR 10-point font. Pages that contain blurred text, or text that is too small to read comfortably, will be removed.

English Language

Applications must be submitted in the English language and must be in the terms of United States (U.S.) dollars. If applications are submitted using another currency, ACF will convert the foreign currency to U.S. currency using the date of receipt of the application to determine the rate of exchange.

Page Limitations

Applicants must observe the page limitation(s) listed under "PAGE LIMITATIONS AND CONTENT FOR ALL SUBMISSION FORMATS:". Page limitation(s) do not include SFs and OMB-approved forms.

All applications must be double-spaced. An application that exceeds the cited page limitation for double-spaced pages in the Project Description file or the Appendices file will have extra pages removed, and those pages will not be reviewed.

Application Elements Exempted from Double-Spacing Requirements

The following elements of the application submission are exempt from the double-spacing requirements and may be single-spaced: the table of contents, the one-page Project Summary, required Assurances and Certifications, required SFs, required OMB- approved forms, resumes, logic models, proof of legal status/non-profit status, third-party agreements, letters of support, footnotes, tables, the line-item budget and/or the budget justification.

Adherence to FOA Formatting, Font, and Page Limitation Requirements

Applications that fail to adhere to ACF's FOA formatting, font, and page limitation requirements

will be adjusted by the removal of page(s) from the application. Pages will be removed before the objective review. The removed page(s) will not be made available to reviewers.

Applications that have more than one scanned page of a document on a single page will have the page(s) removed from the review.

For applicants that submit paper applications, double-sided pages will be counted as two pages. When the maximum allowed number of pages is reached, excess pages will be removed and will not be made available to reviewers.

NOTE: Applicants failing to adhere to ACF's FOA formatting, font, and page limitation requirements will receive a letter from ACF notifying them that their application was amended. The letter will be sent after awards have been issued and will specify the reason(s) for removal of page(s).

Corrections/Updates to Submitted Applications

When applicants make revisions to a previously submitted application, ACF will accept only the last on-time application for pre-review under the Application Disqualification Factors. The Application Disqualification Factors determine the application's acceptance for competitive review. See *Section III.3. Other, Application Disqualification Factors* and *Section IV.2. Application Submission Options*.

Copies Required

Applicants must submit one complete copy of the application package electronically. Applicants submitting electronic applications need not provide additional copies of their application package.

Applicants submitting applications in paper format must submit one original and two copies of the complete application, including all Standard Forms and OMB-approved forms. The original copy must have original signatures.

Signatures

Applicants submitting electronic applications must follow the registration and application submission instructions provided at www.Grants.gov.

The original of a paper format application must include original signatures of the authorized representatives.

Accepted Application Format

With the exception of the required Standard Forms (SFs) and OMB-approved forms, all application materials must be formatted so that they are 8 ½" x 11" white paper with 1-inch margins all around.

If possible, applicants are encouraged to include page numbers for each page within the application.

ACF generally does not encourage submission of scanned documents as they tend to have reduced clarity and readability. If documents must be scanned, the font size on any scanned

documents must be large enough so that it is readable. Documents must be scanned page-for-page, meaning that applicants may not scan more than one page of a document onto a single page. Pages with blurred text will be removed from the application.

PAGE LIMITATIONS AND CONTENT FOR ALL SUBMISSION FORMATS:

With the exception of Standard Forms (SFs), OMB-approved forms, and appendices, the application submission is limited to 40 pages in its entirety. The application should be uploaded in two files:

File One (Project Description) - 20 page limit

- Project Summary/Abstract
- Table of Contents
- Project Narrative
- Budget and Budget Justification for both Section 1115 and Federal Financial Participation (FFP) funds

File Two (Appendices) - 20 page limit

- Resumes and CVs
- Third-Party Agreements and/or Other Supporting Material
- Documentation of Approval of Governing Body

As a reminder, Standard Forms should only request 1115 funding and do NOT need to outline FFP funding.

ELECTRONIC APPLICATION SUBMISSION INSTRUCTIONS

Applicants are required to submit their applications electronically unless they have requested and received an exemption that will allow submission in paper format. See *Section IV.2. Application Submission Options* for information about requesting an exemption.

Electronic applications will only be accepted via www.Grants.gov. **ACF will not accept applications submitted via email or via facsimile.**

Each applicant is required to upload ONLY two electronic files, excluding SFs and OMB-approved forms.

File One: Must contain the entire Project Description, and the Budget and Budget Justification (including a line-item budget and a budget narrative).

File Two: Must contain all documents required in the Appendices.

Adherence to the Two-File Requirement

No more than two files will be accepted for the review. Applications with additional files will be amended and files will be removed from the review. SFs and OMB-approved forms will not be considered additional files.

Application Upload Requirements

ACF strongly recommends that electronic applications be uploaded as Portable Document Files (PDFs). One file must contain the entire Project Description and Budget Justification; the other file must contain all documents required in the Appendices. Details on the content of each of the two files, as well as page limitations, are listed earlier in this section.

To adhere to the two-file requirement, applicants may need to convert and/or merge documents together using a PDF converter software. Many recent versions of Microsoft Office include the ability to save documents to the PDF format without need of additional software. Applicants using the Adobe Acrobat Reader software will be able to merge these documents together. ACF recommends merging documents electronically rather than scanning multiple documents into one document manually, as scanned documents may have reduced clarity and readability.

Applicants must ensure that the version of Adobe Acrobat Reader they are using is compatible with Grants.gov. To verify Adobe software compatibility please go to Grants.gov and click on "Applicants" at the top bar menu and select "Adobe Software Compatibility", which is listed under "Applicant Resources." The Adobe verification process allows applicants to test their version of the software by opening a test Workspace PDF form. Grants.gov also includes guidance on how to download a supported version of Adobe, as well as troubleshooting instructions for use, if an applicant is unable to open the test form.

The Adobe Software Compatibility page located on Grants.gov also provides guidance for applicants on filling out a Workspace PDF form. In addition, it addresses local network and/or computer security settings and the impact this has on use of Adobe software.

Required Standard Forms (SFs) and OMB-approved Forms

Standard Forms (SFs) and OMB-approved forms, such as the SF-424 application and budget forms and the SF-P/PSL (Project/Performance Site Location), are uploaded separately at Grants.gov. These forms are submitted separately from the Project Description and Appendices files. See *Section IV.2. Required Forms, Assurances, and Certifications* for the listing of required Standard Forms, OMB-approved forms, and required assurances and certifications.

Naming Application Submission Files

Carefully observe the file naming conventions required by www.Grants.gov. Limit file names to 50 characters (characters and spaces). Special characters that are allowed under Grants.gov's naming conventions, and are accommodated by ACF's systems, are listed in the instructions available in the "Select Grant Opportunity Package" at Grants.gov. Please also see <https://www.grants.gov/web/grants/applicants/submitting-utf-8-special-characters.html>.

Use only file formats supported by ACF

It is critical that applicants submit applications using only the supported file formats listed here. While ACF supports all of the following file formats, **we strongly recommend that the two application submission files (Project Description and Appendices) are uploaded as PDF documents in order to comply with the two-file upload limitation.** Documents in file formats that are not supported by ACF will be removed from the application and will not be used in the competitive review. This may make the application incomplete, and ACF will not make any

awards based on an incomplete application.

ACF supports the following file formats:

- Adobe PDF – Portable Document Format (.pdf)
- Microsoft Word (.doc or .docx)
- Microsoft Excel (.xls or .xlsx)
- Microsoft PowerPoint (.ppt)
- Image Formats (.JPG, .GIF, .TIFF, or .BMP only)

Do Not Encrypt or Password-Protect the Electronic Application Files

If ACF cannot access submitted electronic files because they are encrypted or password protected, the affected file will be removed from the application and will not be reviewed. This removal may make the application incomplete, and ACF will not make awards based on an incomplete application.

FORMATTING FOR PAPER APPLICATION SUBMISSIONS:

The following requirements are only applicable to applications submitted in paper format. Applicants must receive an exemption from ACF in order for a paper format application to be accepted for review. For more information on the exemption, see "*ACF Policy on Requesting an Exemption from Required Electronic Application Submission*" at www.acf.hhs.gov/grants/howto#chapter-6

Format Requirements for Paper Applications

All copies of mailed or hand-delivered paper applications must be submitted in a single package. If an applicant is submitting multiple applications under a single FOA, or multiple applications under separate FOAs, each application submission must be packaged separately. The package(s) must be clearly labeled with the FOA title and Funding Opportunity Number (FON).

Applicants using paper format should download the application forms package associated with the FOA's Synopsis on www.Grants.gov under the Package tab.

Applicants are advised that the copies of the application submitted, not the original, will be reproduced by the federal government for review. **All application materials must be one-sided for duplication purposes. All pages in the application submission must be sequentially numbered.**

Addresses for Submission of Paper Applications

See *Section IV.7. Other Submission Requirements* for addresses for paper format application submissions.

Required Forms, Assurances, and Certifications

Applicants seeking grant or cooperative agreement awards under this announcement must submit the listed Standard Forms (SFs), assurances, and certifications with the application. All required Standard Forms, assurances, and certifications are available in the Application Package posted for this FOA at www.Grants.gov.

Forms/Assurances/Certifications	Submission Requirement	Notes/Description
Certification Regarding Lobbying (Grants.gov Lobbying Form)	Submission required of all applicants with the application package. If it is not submitted with the application package, it must be submitted prior to the award of a grant.	Submission of the certification is required for all applicants.
SF-424 - Application for Federal Assistance	Submission is required for all applicants by the application due date.	Required for all applications.
SF-424 Key Contact Form	Submission is required for all applicants by the application due date.	Required for all applications.
SF-424A - Budget Information - Non- Construction Programs and SF-424B - Assurances - Non- Construction Programs	Submission is required for all applicants when applying for a non-construction project. Standard Forms must be used. Forms must be submitted by the application due date. By signing and submitting the SF-424B, applicants are making the appropriate certification of their compliance with all Federal statutes relating to nondiscrimination.	Required for all applications when applying for a non-construction project.
Unique Entity Identifier (DUNS) and Systems for Award Management (SAM) registration.	Required of all applicants. To obtain a DUNS number, go to http://fedgov.dnb.com/webform .	See <i>Section IV.3. Unique Entity Identifier and System for Award Management (SAM)</i> for more information.

Forms/Assurances/Certifications	Submission Requirement	Notes/Description
	Active registration at the Systems Award Management (SAM) website must be maintained throughout the application and project award period. SAM registration is available at http://www.sam.gov .	
SF-LLL - Disclosure of Lobbying Activities	If submission of this form is applicable, it is due at the time of application. If it is not available at the time of application, it may also be submitted prior to the award of a grant.	If any funds have been paid or will be paid to any person for influencing or attempting to influence an officer or employee of any agency, a member of Congress, an officer or employee of Congress, or an employee of a member of Congress in connection with this commitment providing for the United States to insure or guarantee a loan, the applicant shall complete and submit the SF-LLL, "Disclosure Form to Report Lobbying," in accordance with its instructions.
SF-Project/Performance Site Location(s) (SF-P/PSL)	Submission is required for all applicants by the application due date.	Required for all applications. In the SF-P/PSL, applicants must cite their primary location and up to 29 additional performance sites.

Additional Required Assurances and Certifications

Mandatory Grant Disclosure

All applicants and recipients are required to submit, in writing, to the awarding agency and to the HHS Office of the Inspector General (OIG), all information related to violations of federal criminal law involving fraud, bribery, or gratuity violations potentially affecting the federal award. (Mandatory Disclosures, 45 CFR § 75.113)

Disclosures must be sent in writing to:

The Administration for Children and Families, U.S. Department of Health and Human Services, Office of Grants Management, ATTN: Grants Management Specialist, 330 C Street, SW., Switzer Building, Corridor 3200, Washington, DC 20201

And to:

U.S. Department of Health and Human Services, Office of Inspector General, ATTN: Mandatory Grant Disclosures, Intake Coordinator, 330 Independence Avenue, SW., Cohen Building, Room 5527, Washington, DC 20201

Fax: (202) 205-0604 (Include “Mandatory Grant Disclosures” in subject line) or

Email: MandatoryGranteeDisclosures@oig.hhs.gov

Non-Federal Reviewers

Since ACF will be using non-federal reviewers in the review process, applicants have the option of omitting from the application copies (not the original) specific salary rates or amounts for individuals specified in the application budget as well as Social Security Numbers, if otherwise required for individuals. The copies may include summary salary information. If applications are submitted electronically, ACF will omit the same specific salary rate information from copies made for use during the review process.

The Project Description

The Project Description Overview

General Expectations and Instructions

The Project Description provides the majority of information by which an application is evaluated and ranked in competition with other applications for financial assistance. It must address all activities for which federal funds are being requested and all application requirements as stated in this section. The Project Description must explain how the project will meet the purpose of the FOA, as described in *Section I. Program Description*. As a reminder, reviewers will be evaluating this section in accordance with *Section V.1. Criteria*.

The Project Description must be clear, concise, and complete. ACF is particularly interested in Project Descriptions that convey strategies for achieving intended performance. Project Descriptions are evaluated on the basis of substance and measurable outcomes, not length.

Cross-referencing should be used rather than repetition. Supporting documents designated as required must be included in the Appendix of the FOA.

Table of Contents

List the contents of the application including corresponding page numbers. The table of contents may be single spaced.

Project Summary

Provide a summary of the application project description. It must be clear, accurate, concise, and

without cross-references to other parts of the application. The summary must include a brief description of the proposed grant project including the needs to be addressed, the proposed services, and the population group(s) to be served.

Please place the following at the top of the Project Summary:

- Project Title
- Applicant Name
- Address
- Contact Phone Numbers (Voice, Fax, Cell)
- Email Address
- Website Address, if applicable

The Project Summary must be single-spaced, Times New Roman 12-point font, and limited to one page in length. Additional pages will be removed and will not be reviewed.

Geographic Location

Describe the precise physical location of the project and boundaries of the area to be served by the proposed project.

Additional Eligibility Documentation

Applicants must provide the additional, required documentation, or required credentials, to support eligibility for an award, as described in *Section III. Eligibility Information* of this announcement.

Optional Governing Body Documentation

In some states and tribes, the umbrella state or tribal authority overseeing the state or tribe's Title IV-D child support program must give approval to the applicant organization in order to receive a grant award from ACF/OCSE. If an IV-D program applicant from an umbrella state or tribal organization where this is a requirement is selected to receive an award, then the applicant must submit documentation to ACF/OCSE that such approval has been granted. ACF/OCSE only requires a copy of such approval if the umbrella state or tribal authority requires such approval in order for the applicant to receive the funds.

Documentation of this approval is not required to be submitted at the time of the application. If the applicant cannot get the approval or documentation in time to submit the grant application, then the application may be submitted, and ACF/OCSE will review it. There is no penalty in the application review process for applicants unable to receive or submit documentation of approval with the application. However, if the application is selected for funding, then documentation of approval will be required in order for ACF to issue the grant award.

All documentation submitted, whether with the application or as a post-application submission, must be signed and dated by an official of the governing body. In signing the application, the governing body agrees that the applicant organization will assume the obligation imposed by applicable federal regulations and other terms and conditions of the award, including any assurances, if the grant is awarded. Written board resolutions, meeting minutes from the governing body, and/or letters from the authorizing official reflecting approval are acceptable documentation depending on what is appropriate for the applicant's governance structure.

Approach

Outline a plan of action that describes the scope and detail of how the proposed project will be accomplished. Applicants must account for all functions or activities identified in the application.

Cite potential obstacles and challenges to accomplishing project goals and explain strategies that will be used to address these challenges.

The application must include the following to document their need for and purpose of the grant funding request:

- A detailed overview of the proposed digital marketing outreach project, including project specific goals, interventions, objectives, and timelines;
- If applicable, brief description of the applicant's current digital media efforts to date, and how they differ from what the grant proposes.
- A logic model for each intervention, including:
 - Inputs (what resources will go into the intervention);
 - Activities (what activities the intervention will undertake);
 - Outputs (what will be produced through those activities); and
 - Outcomes, especially those of benefit to the child support program (the changes or benefits expected from the intervention);
- Data highlighting the project service area, and how caseload and demographic data for the service area is considered in the intervention design;
- A description of how this grant project will fundamentally change or improve the way the applicant child support program approaches digital marketing and communication; and
- Findings from past outreach campaigns (if applicable).

The application must include the following to document plans for project management and technical assistance to other Title IV-D programs:

- Evidence of expertise in digital marketing offered by agency staff, contractors, or agency partners to design and manage the communication plan for the project (if contracting with an outside agency, the agency must demonstrate a history of working with nonprofits, social service programs and/or cause marketing and not just advertising/social media in general);
- Plans and timelines for the project, including to collect data and adjust the outreach plan according to campaign/project results;
- A description of project management plans, including identifying a project manager, to ensure that the project is planned, implemented, and evaluated successfully;
- A description of plans to successfully complete project deliverables: communications plans, evaluation reports, and technical assistance documents; and
- A plan for two staff to attend a learning opportunity or conference related to digital media outreach during the project period to develop the capacity of the agency to continue digital outreach after the *Using Digital Marketing to Increase Participation in the Child Support Program* grant has ended..

Organizational Capacity

Provide the following information on the applicant organization and, if applicable, on any cooperating partners:

- Resumes;
- Evidence that the applicant organization, and any partnering organizations, have relevant experience and expertise with administration, development, implementation, management, and evaluation of programs similar to that offered under this announcement;
- Evidence that each participating organization, including partners, contractors and/or subrecipients, possess the organizational capability to fulfill their role(s) and function(s) effectively.
- Job descriptions for each vacant key position.

Funded Activities Evaluation Plan

Applicants must describe the plan for rigorous evaluation of funded activities. The evaluation must assess activities and progress towards the goals and objectives of the project, and whether the project is having the expected effects and impacts. The evaluation plan must specify expected outcomes and any research questions, as well as how the results of this evaluation will provide greater understanding and improvement of the funded activities. The plan must include a valid and reliable measurement plan, detailed timeline, and sound methodological design.

Details regarding the proposed data collection activities, the participants, data management, data integrity, and analyses plans must be described. Applicants must describe any potential obstacles foreseen in implementing the evaluation and how those obstacles will be addressed.

The application must include the following to document evaluation plans:

- A detailed description of the evaluative approach that will be taken to measure progress towards expected project outcomes listed on the logic model;
- How the applicant will use the *Learn, Innovate, Improve* method to rapidly evaluate interventions and improve the next cycle (this should guarantee that at the end of the project period there is a mechanism to determine which intervention(s) worked best and which intervention(s) were not as successful);
- Evidence of expertise in data analytics, evaluation, and child support offered by agency staff, contractors, or agency partners to do data analysis and measure progress towards outcomes;
- A clear description of the data analytics applicants expect to use from both digital media and available child support administration data, including how grantees plan to use the data to understand the results/implications of their interventions;
- A description of what child support administrative data will be used to create the first intervention (i.e., caseload data or findings from past outreach campaigns);
- Plans to identify and collect any data (participant or program) required to support the evaluation; and
- Detailed plans for a comparison analysis of caseload data before and after the digital outreach campaign.

Protection of Sensitive and/or Confidential Information

Provide a description of how protected personally identifiable information and other information that is considered sensitive, consistent with applicable federal, state, local and tribal laws regarding privacy and obligations of confidentiality, will be collected and safeguarded. The applicant must provide the methods and/or systems that will be used to ensure that confidential and/or sensitive information is properly handled and if applicable, address the process for subrecipient(s) and/or contractors. Also, provide a plan for the disposition of such information at the end of the project period.

The Project Budget and Budget Justification

All applicants are required to submit a project budget and budget justification with their application. The project budget is entered on the Budget Information Standard Form, either SF-424A or SF-424C. Applicants are encouraged to review the form instructions in addition to the guidance in this section. The budget justification consists of a budget narrative and a line-item budget detail that includes detailed calculations for "object class categories" identified on the Budget Information Standard Form. Applicants must indicate the method they are selecting for their indirect cost rate. See Indirect Charges for further information.

Project budget calculations must include estimation methods, quantities, unit costs, and other similar quantitative detail sufficient for the calculation to be duplicated. If cost sharing or matching is a requirement, applicants must include a detailed listing of any funding sources identified in Block 18 of the SF-424 (Application for Federal Assistance). See the table in *Section IV.2*.

Required Forms, Assurances, and Certifications listing the appropriate budget forms to use in this application.

Special Note: *The Departments of Labor, Health and Human Services, and Education, and Related Agencies Appropriations Act, 2021 and Consolidated Appropriations Act, 2021, (Division H, Title II, Sec. 202), limits the salary amount that may be awarded and charged to ACF grants and cooperative agreements. Award funds issued under this announcement may not be used to pay the salary of an individual at a rate in excess of Executive Level II. The Executive Level II salary of the "Rates of Pay for the Executive Schedule" is \$199,300. This amount reflects an individual's base salary exclusive of fringe benefits and any income that an individual may be permitted to earn outside of the duties of the applicant organization. This salary limitation also applies to subawards and subcontracts under an ACF grant or cooperative agreement.*

Provide a budget using the SF-424A and/or the SF-424C, as applicable, for the entire project period that is being fully funded (the budget period and the project period are the same).

Provide a budget justification, which includes a budget narrative and a line-item detail, for the full project period. The budget narrative should describe how the categorical costs are derived. Discuss the necessity, reasonableness, and allocation of the proposed costs.

This project has a fully-funded 24-month budget and project period. Include only Section 1115 funding requests on the SF 424 and SF 424 A form. FFP costs should be included in any applicant-drafted budget and budget narrative documents.

General

Use the following guidelines for preparing the project budget and budget justification. The budget justification includes a budget narrative and a line-item detail. Applications should only include allowable costs in accordance with 45 CFR Part 75 Subpart E.

Personnel

Description: Costs of employee salaries and wages. See 45 CFR § 75.430 for more information on allowable personnel costs. Do not include the personnel costs of consultants, contractors and subrecipients under this category.

Justification: For each position, provide: the name of the individual (if known), their title; time commitment to the project in months; time commitment to the project as a percentage or full-time equivalent; annual salary; grant salary; wage rates; etc. Identify the project director or principal investigator, if known at the time of application.

Fringe Benefits

Description: Costs of employee fringe benefits are allowances and services provided by employers to their employees in addition to regular salaries and wages. For more information on Fringe Benefits please refer to 45 CFR § 75.431. Do not include the fringe benefits of consultants, contractors, and subrecipients.

Typically, fringe benefit amounts are determined by applying a calculated rate for a particular class of employee (full-time or part-time) to the salary and wages requested. Fringe rates are often specified in the approved indirect cost rate agreement. Fringe benefits may be treated as a direct cost or indirect cost in accordance with the applicant's accounting practices. Only fringe benefits as a direct cost should be entered under this category.

Justification: Provide a breakdown of the amounts and percentages that comprise fringe benefit costs such as health insurance, Federal Insurance Contributions Act (FICA) taxes, retirement, taxes, etc.

Travel

Description: Costs of project-related travel (i.e., transportation, lodging, subsistence) by employees of the applicant organization who are in travel status on official business. Travel by non-employees such as consultants, contractors or subrecipients should be included under the Contractual line item. Local travel for employees in non-travel status should be listed on the Other line. Travel costs should be developed in accordance with the applicant's travel policies and 45 CFR § 75.474.

Justification: For each trip show: the total number of travelers; travel destination; duration of trip; per diem; mileage allowances, if privately owned vehicles will be used to travel out of town; and other transportation costs and subsistence allowances. If appropriate for this project, travel costs for key project staff to attend ACF-sponsored workshops/conferences/grantee orientations should be detailed in the budget justification.

Equipment

Description: "Equipment" means an article of nonexpendable, tangible personal property (including information technology systems) having a useful life of more than one year and a per unit acquisition cost that equals or exceeds the lesser of: (a) the capitalization level established by the organization for the financial statement purposes, or (b) \$5,000. (Note: Acquisition cost means the net invoice unit price of an item of equipment, including the cost of any modifications, attachments, accessories, or auxiliary apparatus necessary to make it usable for the purpose for which it is acquired. Ancillary charges, such as taxes, duty, protective in-transit insurance, freight, and installation, shall be included in, or excluded from, acquisition cost in accordance with the organization's regular written accounting practices.) See 45 CFR §75.439 for more information.

Justification: For each type of equipment requested provide: a description of the equipment; the cost per unit; the number of units; the total cost; and a plan for use on the project; as well as use and/or disposition of the equipment after the project ends.

Supplies

Description: Costs of all tangible personal property, other than included under the Equipment category. This includes office and other consumable supplies with a per-unit cost of less than \$5,000. See 45 CFR § 75.453 for more information.

Justification: Specify general categories of supplies and their costs. Show computations and provide other information that supports the amount requested.

Contractual

Description: Cost of all contracts and subawards except for those that belong under other categories such as equipment, supplies, construction, etc. Include third-party evaluation contracts, if applicable, and contract or subawards with secondary recipient organizations (with budget detail), including delegate agencies and specific project(s) and/or businesses to be financed by the applicant. Costs related to individual consultants should be listed on the Other line. Recipients are required to use 45 CFR §§ 75.326-.340 procurement procedures, and subawards are subject to the requirements at 45 CFR §§ 75.351-.353.

Justification: Demonstrate that all procurement transactions will be conducted in a manner to provide, to the maximum extent practical, open, and free competition. Applicants must justify any anticipated procurement action that is expected to be awarded without competition and exceeds the simplified acquisition threshold stated in 48 CFR Subpart 2.1 (when amended accordingly). Recipients may be required to make pre-award review and procurement documents, such as requests for proposals or invitations for bids, independent cost estimates, etc., available to ACF.

Indicate whether the proposed agreement qualifies as a subaward or contract in accordance with 45 CFR § 75.351. Provide the name of the contractor/subrecipient (if known), a description of anticipated services, a justification for why they are necessary, a breakdown of estimated costs, and an explanation of the selection process. In addition, for subawards, the applicant must provide a detailed budget and budget narrative for each subaward, by entity name, along with the

same justifications referred to in these budget and budget justification instructions.

Other

Description: Enter the total of all other costs. Such costs, where applicable and appropriate, may include, but are not limited to: consultant costs, local travel, insurance, food (when allowable), medical and dental costs (non-personnel), professional service costs (including audit charges), space and equipment rentals, printing and publications, computer use, training costs (such as tuition and stipends), staff development costs, and administrative costs. Please note costs must be allowable per 45 CFR Part 75 Subpart E.

Justification: Provide a breakdown of costs, computations, a narrative description, and a justification for each cost under this category.

Indirect Charges

Description: Total amount of indirect costs. This category has one of two methods that an applicant can select. An applicant may only select one.

1. The applicant currently has an indirect cost rate approved by the Department of Health and Human Services (HHS) or another cognizant federal agency.

Justification: An applicant must enclose a copy of the current approved rate agreement. If the applicant is requesting a rate that is less than what is allowed under the program, the authorized representative of the applicant organization must submit a signed acknowledgement that the applicant is accepting a lower rate than allowed. Choosing to charge a lower rate will not be considered during the objective review or award selection process.

2. Per 45 CFR § 75.414(f) Indirect (F&A) costs, "any non-Federal entity [i.e., applicant] that has never received a negotiated indirect cost rate, ... may elect to charge a *de minimis* rate of 10% of modified total direct costs (MTDC) which may be used indefinitely. As described in Section 75.403, costs must be consistently charged as either indirect or direct costs, but may not be double charged or inconsistently charged as both. If chosen, this methodology once elected must be used consistently for all Federal awards until such time as the non-Federal entity chooses to negotiate for a rate, which the non-Federal entity may apply to do at any time."

Justification: This method only applies to applicants that have never received an approved negotiated indirect cost rate from HHS or another cognizant federal agency. Applicants awaiting approval of their indirect cost proposal may request the 10 percent *de minimis* rate. When the applicant chooses this method, costs included in the indirect cost pool must not be charged as direct costs to the grant.

Commitment of Non-Federal Resources

Description: Amounts of non-federal resources that will be used to support the project as identified in Block 18 of the SF-424. This line should be used to indicate required and/or voluntary committed cost sharing or matching, if applicable.

For all federal awards, any shared costs or matching funds and all contributions, including cash and third-party in-kind contributions, must be accepted as part of the recipient's cost sharing or matching when such contributions meet all of the criteria listed in 45 CFR § 75.306.

For awards that require matching or cost sharing by statute, recipients will be held accountable for projected commitments of non-federal resources (at or above the statutory requirement) in their application budgets and budget justifications by budget period, or by project period for fully funded awards. **A recipient's failure to provide the statutorily required matching or cost sharing amount (and any voluntary committed amount in excess) may result in the disallowance of federal funds. Recipients will be required to report these funds in the Federal Financial Reports.**

For awards that do not require matching or cost sharing by statute, recipients are not expected to provide cost sharing or matching. However, recipients are allowed to voluntarily propose a commitment of non-federal resources. If an applicant decides to voluntarily contribute non-federal resources towards project costs and the costs are accepted by ACF, the non-federal resources will be included in the approved project budget. The applicant will be held accountable for all proposed non-federal resources as shown in the Notice of Award (NOA). **A recipient's failure to meet the voluntary amount of non-federal resources that was accepted by ACF as part of the approved project costs and that was identified in the approved budget in the NOA, may result in the disallowance of federal funds. Recipients will be required to report these funds in the Federal Financial Reports.**

Justification: If an applicant is relying on cost share or match from a third-party, then a firm commitment of these resources (letter(s) or other documentation) is required to be submitted with the application. Detailed budget information must be provided for every funding source identified in Item 18. "Estimated Funding (\$)" on the SF-424.

Applicants are required to fully identify and document in their applications the specific costs or contributions they propose in order to meet a matching requirement. Applicants are also required to provide documentation in their applications on the sources of funding or contribution(s). In-kind contributions must be accompanied by a justification of how the stated valuation was determined. Matching or cost sharing must be documented by budget period (or by project period for fully funded awards).

Applications that lack the required supporting documentation will not be disqualified from competitive review; however, it may impact an application's scoring under the evaluation criteria in *Section V.1. Criteria* of this announcement.

Paperwork Reduction Act Disclaimer

As required by the Paperwork Reduction Act, 44 U.S.C. §§ 3501-3521, the public reporting burden for the Project Description is estimated to average 60 hours per response, including the time for reviewing instructions, gathering and maintaining the data needed, and reviewing the collection of information. The Project Description information collection is approved under OMB control number 0970-0139, which expires 02/28/2022. An agency may not conduct or

sponsor, and a person is not required to respond to, a collection of information unless it displays a currently valid OMB control number.

Application Submission Options

Electronic Submission via Grants.gov

This section provides the application submission and receipt instructions for ACF program applications. Please read the following instructions carefully and completely.

Electronic Delivery

ACF is participating in the Grants.gov initiative to provide the grant community with a single site to find and apply for grant funding opportunities. ACF applicants are required to submit their applications online through Grants.gov.

How to Register and Apply through Grants.gov

Read the following instructions about registering to apply for ACF funds. Applicants should read the registration instructions carefully and prepare the information requested before beginning the registration process. Reviewing and assembling the required information before beginning the registration process will alleviate last-minute searches for required information.

The registration process can take up to four weeks to complete. Therefore, registration should be done in sufficient time to ensure it does not impact your ability to meet required application submission deadlines.

Organization applicants can find complete instructions here:

<https://www.grants.gov/web/grants/applicants/organization-registration.html>

Obtain a DUNS Number: All entities applying for funding, including renewal funding, must have a Data Universal Numbering System (DUNS) number from Dun & Bradstreet (D&B). Applicants must enter the DUNS number in the data entry field labeled "Organizations DUNS" on the SF-424 form.

For more detailed instructions for obtaining a DUNS number, refer to:

<https://www.grants.gov/web/grants/applicants/organization-registration/step-1-obtainsduns-number.html>

Register with SAM: In addition to having a DUNS number, organizations applying online through Grants.gov must register with the System for Award Management (SAM). All organizations must register with SAM in order to apply online. Failure to register with SAM will prevent your organization from applying through Grants.gov.

For more detailed instructions for registering with SAM, refer

to: <https://www.grants.gov/web/grants/applicants/organization-registration/step-2-register-with-sam.html>

Create a Grants.gov Account: The next step in the registration process is to create an account with Grants.gov. Applicants must know their organization's DUNS number to complete this process. Completing this process automatically triggers an email request for applicant roles to the organization's E-Business Point of Contact (EBiz POC) for review. The

EBiz POC is a representative from your organization who is the contact listed for SAM. To apply for grants on behalf of your organization, you will need the AOR role.

For more detailed instructions about creating a profile on Grants.gov, refer to:

<https://www.grants.gov/web/grants/applicants/registration.html>

Authorize Grants.gov Roles: After creating an account on Grants.gov, the EBiz POC receives an email notifying them of your registration and request for roles. The EBiz POC will then log in to Grants.gov and authorize the appropriate roles, which may include the AOR role, thereby giving you permission to complete and submit applications on behalf of your organization. You will be able to submit your application online any time after you have been approved as an AOR.

For more detailed instructions about creating a profile on Grants.gov, refer to:

<https://www.grants.gov/web/grants/applicants/registration/authorize-roles.html>

Track Role Status: To track your role request, refer to:

<https://www.grants.gov/web/grants/applicants/registration/track-role-status.html>

When applications are submitted through Grants.gov, the name of the organization's AOR that submitted the application is inserted into the signature line of the application, serving as the electronic signature. The EBiz POC must authorize individuals who are able to make legally binding commitment on behalf of the organization as an AOR; this step is often missed, and it is crucial for valid and timely submissions.

How to Submit an Application to ACF via Grants.gov

Grants.gov applicants can apply online using Workspace. Workspace is a shared, online environment where members of a grant team may simultaneously access and edit different webforms within an application. For each FOA, you can create individual instances of a workspace.

The following is an overview of applying via Grants.gov. For access to complete instructions on how to apply for opportunities, refer to: <https://www.grants.gov/web/grants/applicants/apply-for-grants.html>

Create a Workspace: Creating a workspace allows you to complete an application online and route it through your organization for review before submitting.

Complete a Workspace: Add participants to the workspace, complete all the required forms, and check for errors before submission.

Adobe Reader: If you decide not to apply by filling out webforms you can download individual PDF forms in Workspace so that they will appear similar to other Standard or ACF forms. The individual PDF forms can be downloaded and saved to your local device storage, network drive(s), or external drive(s), then accessed through Adobe Reader.

NOTE: Visit the Adobe Software Compatibility page on Grants.gov to download the appropriate version of the software at:

<https://www.grants.gov/web/grants/applicants/adobe-software-compatibility.html>

Mandatory Fields in Forms: In the forms, you will note fields marked with an asterisk and a different background color. These fields are mandatory fields that must be completed to successfully submit your application.

Complete SF-424 Fields First: The forms are designed to fill in common required fields across other forms, such as the applicant name, address, and DUNS number. To trigger this feature, an applicant must complete the SF-424 information first. Once it is completed, the information will transfer to the other forms.

Submit a Workspace: An application may be submitted through workspace by clicking the Sign and Submit button on the Manage Workspace page, under the Forms tab. Grants.gov recommends submitting your application **at least 24-48 hours prior to the close date** to provide you with time to correct any potential technical issues that may disrupt the application submission.

Track a Workspace: After successfully submitting a workspace package, a Grants.gov Tracking Number (GRANTXXXXXXXX) is automatically assigned to the package. The number will be listed on the Confirmation page that is generated after submission.

For additional training resources, including video tutorials, refer to:
<https://www.grants.gov/web/grants/applicants/applicant-training.html>

Grants.gov provides applicants 24/7 support via the toll-free number 1-800-518-4726 and email at support@grants.gov. For questions related to the specific grant opportunity, contact the number listed in the application package of the grant you are applying for.

If you are experiencing difficulties with your submission, it is best to call the Grants.gov Support Center and get a ticket number. The Support Center ticket number will assist ACF with tracking your issue and understanding background information on the issue.

Timely Receipt Requirements and Proof of Timely Submission

All applications must be received by 11:59 pm ET on the due date established for each program. Proof of timely submission is automatically recorded by Grants.gov. An electronic date/time stamp is generated within the system when the application is successfully received by Grants.gov. The applicant AOR will receive an acknowledgment of receipt and a tracking number (GRANTXXXXXXXX) from Grants.gov with the successful transmission of their application. Applicant AORs will also receive the official date/stamp and Grants.gov Tracking number in an email serving as proof of their timely submission.

When ACF successfully retrieves the application from Grants.gov, and acknowledges the download of submission, Grants.gov will provide an electronic acknowledgment of receipt of the application to the email address of the applicant with the AOR role. Again, proof of timely submission shall be the official date and time that Grants.gov receives your application.

Applications received by Grants.gov after the established due date for the program will be considered late and will not be considered for funding by ACF.

Applicants with slow internet, such as dial-up connections, should be aware that transmission can take some time before Grants.gov receives your application. Again, Grants.gov will provide either an error or a successfully received transmission in the form of an email sent to the applicant with the AOR role. The Grants.gov Support Center reports that some applicants end the

transmission because they think that nothing is occurring during the transmission process. Please be patient and give the system time to process the application.

Issues with Federal Systems

For any systems issues experienced with Grants.gov or SAM.gov, please refer to ACF's "Policy for Applicants Experiencing Federal Systems Issues" document for complete guidance at https://acf.hhs.gov/sites/default/files/documents/systems_issue_policy_final_0.pdf

Request an Exemption from Required Electronic Application Submission

To request an exemption from required electronic submission please refer to ACF's "Policy for Requesting an Exemption from Required Electronic Application Submission" document for complete guidance at: https://acf.hhs.gov/sites/default/files/documents/acf_policy_for_requesting_an_exemption_from_required_electronic_0.pdf

Paper Format Application Submission

An exemption is required for the submission of paper applications. See the preceding section on "*Request an Exemption from Required Electronic Application Submission.*"

Applicants with exemptions that submit their applications in paper format, by mail or delivery, must submit one original and two copies of the complete application with all attachments. The original and each of the two copies must include all required forms, certifications, assurances, and appendices, be signed by the AOR, and be unbound. The original copy of the application must have original signature(s). See *Section IV.7. Other Submission Requirements* of this announcement for address information for paper format application submissions. Applications submitted in paper format must be received by 4:30 pm ET on the due date.

Applicants may refer to *Section VIII. Other Information* for a checklist of application requirements that may be used in developing and organizing application materials. Details concerning acknowledgment of received applications are available in *Section IV.4. Submission Dates and Times* in this announcement.

IV.3. Unique Entity Identifier and System for Award Management (SAM)

All applicants must have a DUNS Number (<http://fedgov.dnb.com/webform>) and an active registration with the System for Award Management (SAM.gov/SAM, <https://www.sam.gov>).

Obtaining a DUNS Number may take 1 to 2 days.

All applicants are required to maintain an active SAM registration until the application process is complete. If a grant is awarded, registration at SAM must be active throughout the life of the award.

Plan ahead. Allow at least 10 business days after you submit your registration for it to become active in SAM and at least an additional 24 hours before that registration information is available in other government systems, i.e. Grants.gov.

This action should allow you time to resolve any issues that may arise. Failure to comply with these requirements may result in your inability to submit your application through Grants.gov or prevent the award of a grant. Applicants should maintain documentation (with dates) of their

efforts to register for, or renew a registration, at SAM. User Guides are available under the “Help” tab at <https://www.sam.gov>.

HHS requires all entities that plan to apply for, and ultimately receive, federal grant funds from any HHS Agency, or receive subawards directly from recipients of those grant funds to:

- Be registered in the SAM prior to submitting an application or plan;
- Maintain an active SAM registration with current information at all times during which it has an active award or an application or plan under consideration by an OPDIV; and
- Provide its active DUNS number in each application or plan it submits to the OPDIV.

ACF is prohibited from making an award until an applicant has complied with these requirements. At the time an award is ready to be made, if the intended recipient has not complied with these requirements, ACF:

- May determine that the applicant is not qualified to receive an award; and
- May use that determination as a basis for making an award to another applicant.

IV.4. Submission Dates and Times

Due Dates for Applications

Due Date for Applications 07/02/2018 00:00 AM

07/02/2018 00:00 AM

Explanation of Due Dates

The due date for receipt of applications is listed in the *Overview* section and in this section. See *Section III.3. Other, Application Disqualification Factors*.

Electronic Applications

The deadline for submission of electronic applications via www.Grants.gov is 11:59 pm ET on the due date. Electronic applications submitted at 12:00 am ET on the day after the due date will be considered late and will be disqualified from competitive review and from funding under this announcement.

Applicants are required to submit their applications electronically via www.Grants.gov unless they received an exemption through the process described in *Section IV.2. Request an Exemption from Required Electronic Application Submission*.

ACF does not accommodate transmission of applications by email or facsimile.

Instructions for electronic submission via www.Grants.gov are available at: www.grants.gov/web/grants/applicants/apply-for-grants.html.

Applications submitted to www.Grants.gov at any time during the open application period prior to the due date and time that fail the Grants.gov validation check will not be received at ACF. These applications will not be acknowledged.

Mailed Paper Format Applications

The deadline for receipt of mailed, paper applications is 4:30 pm ET on the due date. Mailed paper applications received after the due date and deadline time will be considered late and will be disqualified from competitive review and from funding under this announcement.

Paper format application submissions will be disqualified if the applicant organization has not received an exemption through the process described in *Section IV.2. Request an Exemption from Required Electronic Application Submission*.

Hand-Delivered Paper Format Applications

Hand-delivered applications must be received on, or before, the due date listed in the *Overview* and in this section. These applications must be delivered between the hours of 8:00 am ET and 4:30 pm ET Monday through Friday (excluding federal holidays).

Applications should be delivered to the address provided in *Section IV.7. Other Submission Requirements*.

Hand-delivered paper applications received after the due date and deadline time will be considered late and will be disqualified from competitive review and from funding under this announcement.

Hand-delivered paper format application submissions will be disqualified if the applicant organization has not received an exemption through the process described in *Section IV.2. Request an Exemption from Required Electronic Application Submission*.

No appeals will be considered for applications classified as late under the following circumstances:

- Applications submitted electronically via www.Grants.gov are considered late when they are dated and time-stamped after the deadline of 11:59 pm ET on the due date.
- Paper format applications received by mail or hand-delivery after 4:30 pm ET on the due date will be classified as late and will be disqualified.
- Paper format applications received from applicant organizations that were not approved for an exemption from required electronic application submission under the process described in *Section IV.2. Request an Exemption from Required Electronic Submission* will be disqualified.

Emergency Extensions

ACF may extend an application due date when circumstances make it impossible for an applicant to submit their applications on time. Only events such as documented natural disasters (floods, hurricanes, tornados, etc.), or a verifiable widespread disruption of electrical service, or mail service, will be considered. The determination to extend or waive the due date, and/or receipt time, requirements in an emergency situation rests with the Grants Management Officer listed as the Office of Grants Management Contact in *Section VII. HHS Awarding Agency Contact(s)*.

Acknowledgement of Received Application

Acknowledgement from Grants.gov

Applicants will receive an initial email upon submission of their application to Grants.gov. This email will provide a **Grants.gov Tracking Number**. Applicants should refer to this tracking number in all communication with Grants.gov. The email will also provide a **date and time stamp**, which serves as the official record of the application's submission. Receipt of this email does not indicate that the application is accepted or that it has passed the validation check.

Applicants will also receive an email acknowledging that the received application is in the **Grants.gov validation process**, after which a third email is sent with the information that the submitted application package has passed, or failed, the series of checks and validations.

Applications that are submitted on time that fail the validation check will not be transmitted to ACF and will not be acknowledged by ACF.

Acknowledgement from ACF of an electronic application's submission:

Applicants will be sent additional email(s) from ACF acknowledging that the application has been retrieved from [Grants.gov](https://www.grants.gov) by ACF. Receipt of these emails is not an indication that the application is accepted for competition.

Acknowledgement from ACF of receipt of a paper format application:

ACF will not provide acknowledgement of receipt of hard copy application packages submitted via mail or courier services.

IV.5. Intergovernmental Review

This program is not subject to Executive Order (E.O.) 12372, "Intergovernmental Review of Federal Programs," or 45 CFR Part 100, "Intergovernmental Review of Department of Health and Human Services Programs and Activities." No action is required of applicants under this announcement with regard to E.O. 12372.

IV.6. Funding Restrictions

Costs of organized fund raising, including financial campaigns, endowment drives, solicitation of gifts and bequests, and similar expenses incurred to raise capital or obtain contributions are unallowable. Fund raising costs for the purposes of meeting the Federal program objectives are allowable with prior written approval from the Federal awarding agency. (45 CFR § 75.442)

Proposal costs are the costs of preparing bids, proposals, or applications on potential Federal and non-Federal awards or projects, including the development of data necessary to support the non-Federal entity's bids or proposals. Proposal costs of the current accounting period of both successful and unsuccessful bids and proposals normally should be treated as indirect (F&A) costs and allocated currently to all activities of the non-Federal entity. No proposal costs of past accounting periods will be allocable to the current period. (45 CFR § 75.460)

Grant awards will not allow reimbursement of pre-award costs.

Construction is not an allowable activity or expenditure under this grant award.

Purchase of real property is not an allowable activity or expenditure under this grant award.

IV.7. Other Submission Requirements

Submit paper applications to one of the following addresses. Also see *ACF Policy on Requesting an Exemption from Required Electronic Application Submission* at www.acf.hhs.gov/grants/howto#chapter-6.

Submission by Mail

First Name:

Barbara

Last Name:

Lacina

Organization 1:

U.S. Department of Health and Human Services

Organization 2:

Administration for Children and Families

Organization 3:

Office of Child Support Enforcement

Street 1:

330 C Street SW.

Street 2:

City:

Washington

State:

DC District of Columbia

Zip:

20201

Hand Delivery

First Name:

Barbara

Last Name:

Lacina

Organization 1:

U.S. Department of Health and Human Services

Organization 2:

Administration for Children and Families

Organization 3:

Office of Child Support Enforcement

Street 1:

330 C Street SW.

Street 2:

City:

Washington

State:

DC District of Columbia

Zip:

20201

Electronic Submission

See *Section IV.2.* for application requirements and for guidance when submitting applications electronically via www.Grants.gov.

For all submissions, see *Section IV.4. Submission Dates and Times.*

V. Application Review Information

V.1. Criteria

The Review Criteria - Lead-In Paragraph

Please note: With the exception of the funding opportunity announcement and relevant statutes and regulations, reviewers must not access, or review, any materials that are not part of the application documents. This includes information accessible on websites via hyperlinks that are referenced, or embedded, in the application. Though an application may include web links, or embedded hyperlinks, reviewers must not review this information as it is not considered to be part of the application documents. Nor will the information on websites be taken into consideration in scoring of evaluation criteria presented in this section. Reviewers must evaluate and score an application based on the documents that are presented in the application and must not refer to, or access, external links during the objective review.

Applications competing for financial assistance will be reviewed and evaluated using the criteria described in this section. The corresponding point values indicate the relative importance placed on each review criterion. Points will be allocated based on the extent to which the application proposal addresses each of the criteria listed. Applicants should address these criteria in their application materials, particularly in the project description and budget justification, as they are the basis upon which competing applications will be judged during the objective review. The required elements of the project description and budget justification may be found in *Section IV.2. The Project Description* of this announcement.

Five bonus points will be given to State or Tribal Title IV-D Programs who have not received a Section 1115 grant award since 2011 (i.e., the State or Tribe did not receive a Section 1115 award in 2012- 2017). If the last award was received in 2011, the State or Tribal program is eligible to receive the bonus points.

Project Goals and Approach

Maximum Points: 35

To what degree does the applicant demonstrate and/or provide the following:

- A sound and detailed overview of the proposed digital marketing outreach project, including project specific goals, interventions, objectives, and timelines; and as applicable, a brief description of the applicant's current digital media efforts to date and how they differ from what the grant proposes? (10 points)
- A sound approach, also outlined in a logic model including inputs, activities, outputs, and outcomes, for how the applicant proposes to modify or adapt digital marketing strategies in order to serve more families and/or to improve two-way digital communication and engagement with current child support customers, including at least one strategy aimed at serving more families? (15 points)
- Data highlighting the project service area, and how caseload and demographic data for the service area is considered in the intervention design? (10 points)

Project Management and Technical Assistance

Maximum Points: 25

To what degree does the applicant demonstrate and/or provide the following:

- Evidence of expertise in digital marketing offered by agency staff, contractors, or agency partners to design and manage the communication plan for the project, and if contracting with an outside agency, that the agency has experience working with nonprofits, social

service programs and/or cause marketing and not just general advertising/digital marketing? (5 points)

- A sound plan and timeline for the project, including collecting data and adjusting the outreach plan according to campaign/project results? (3 points)
- A description of project management plans, including identifying a project manager, and an explanation of how the project manager will have the resources adequate to plan, manage, and complete the project? (10 points)
- A sound plan to ensure successful completion of project deliverables, including communication plans, evaluation reports, and technical assistance documents? (4 points)
- A plan for two staff to attend a learning opportunity or conference related to digital media outreach during the project period to develop the capacity of the agency to continue digital outreach after the *Using Digital Marketing to Increase Participation in the Child Support Program* grant has ended? (3 points)

Evaluation Plan

Maximum Points: 30

To what degree does the applicant demonstrate and/or provide the following:

- A sound plan for utilizing the *Learn, Innovate, Improve* method to implement and adjust interventions, which guarantees that at the end of the project period there is a mechanism to determine which intervention(s) worked best and which intervention(s) were not as successful? (10 points)
- Evidence of expertise in data analytics, evaluation, and child support offered by agency staff, contractors, or agency partners to do data analysis and measure progress toward outcomes? (5 points)
- A clear description of the data analytics applicants expect to use from both digital media and available child support administration data, including how grantees plan to use the data to understand the results/implications of their interventions? (5 points)
- A sound plan for and description of what child support administrative data will be used to create the first intervention? (3 points)
- A sound plan for and description of what other data will be collected and how it will be collected during the first intervention cycle? (3 points)
- A sound and detailed plan for a comparison analysis of caseload data before and after the digital outreach campaign? (4 points)

Project Budget and Budget Justification

Maximum Points: 10

To what degree does the applicant demonstrate and/or provide the following:

- A detailed budget that contains reasonable cost estimates for the project, including adequate staffing, and justifications for the amounts requested? (5 points)
- A budget proposal for the first year including a project manager and attendance of the project manager and one additional staff member to an opportunity/conference related to digital media marketing? (2 points)
- Estimates for costs required to perform an evaluation using the *Learn, Innovate, Improve* method. This includes time and costs of staff participation, any third-party contracting that is necessary, and data collection tools? (3 points)

Bonus Points**Maximum Points: 5**

To what degree does the applicant demonstrate and/or provide the following:

- A letter from the Title IV-D director confirming that the state or tribe has not received a Section 1115 grant award between 2012 - 2017. (5 points)

V.2. Review and Selection Process

No grant award will be made under this announcement on the basis of an incomplete application. No grant award will be made to an applicant or subrecipient that does not have a DUNS number (<http://fedgov.dnb.com/webform>) and an active registration at SAM (www.sam.gov). See *Section IV.3. Unique Entity Identifier and System for Award Management (SAM)*.

Initial ACF Screening

Each application will be screened to determine whether it meets any of the disqualification factors described in *Section III.3. Other, Application Disqualification Factors*.

Disqualified applications are considered to be “non-responsive” and are excluded from the competitive review process. Applicants will be notified of a disqualification determination by email or by USPS postal mail within 30 federal business days from the closing date of this FOA.

Objective Review and Results

Applications competing for financial assistance will be reviewed and evaluated by objective review panels using only the criteria described in *Section V.1. Criteria* of this announcement. Each panel is composed of experts with knowledge and experience in the area under review. Generally, review panels include three reviewers and one chairperson.

Results of the competitive objective review are taken into consideration by ACF in the selection of projects for funding; however, objective review scores and rankings are not binding. Scores and rankings are only one element used in the award decision-making process. ACF reserves the right to evaluate applications in the larger context of the overall portfolio by considering geographic distribution of federal funds (e.g., ensuring coverage of states, counties, or service areas) in its pre-award decisions.

ACF may elect not to fund applicants with management or financial problems that would indicate an inability to successfully complete the proposed project. In addition, ACF may elect to not allow a prime recipient to subaward if there is any indication that they are unable to properly monitor and manage subrecipients.

Applications may be funded in whole or in part. Successful applicants may be funded at an amount lower than that requested.

Five bonus points will be given to State or Tribal Title IV-D Programs who have not received a Section 1115 grant award since 2011 (i.e., the State or Tribe did not receive a Section 1115 award in 2012- 2017). If the last award was received in 2011, the State or Tribal program is eligible to receive the bonus points.

Federal Awarding Agency Review of Risk Posed by Applicants

As required by 2 CFR Part 200, the Uniform Guidance, effective November 12, 2020, ACF is required to review and consider any information about the applicant that is in the Federal Awardee Performance and Integrity Information System (FAPIIS), www.fapiis.gov/, before making any award in excess of the simplified acquisition threshold over the period of performance. An applicant may review and comment on any information about itself that a federal awarding agency has previously entered into FAPIIS. ACF will consider any comments by the applicant, in addition to other information in FAPIIS, in making a judgment about the applicant's integrity, business ethics, and record of performance under federal awards when completing the review of risk posed by applicants as described in [2 CFR § 200.206 Federal Awarding Agency Review of Risk Posed by Applicants](#).

Non-Federal Reviewers Reference

Please refer to *Section IV.2. Required Forms, Assurances, and Certifications* of this announcement for information on non-federal reviewers in the review process.

Approved but Unfunded Applications

Applications recommended for approval in the objective review process, but not selected for award may receive funding if additional funds become available in the current Fiscal Year. For those applications determined as “approved but unfunded,” notice will be given of the determination by email.

V.3. Anticipated Announcement and Federal Award Dates

Announcement of awards and the disposition of applications will be provided to applicants at a later date. ACF staff cannot respond to requests for information regarding funding decisions prior to the official applicant notification.

VI. Federal Award Administration Information

VI.1. Federal Award Notices

Successful applicants will be notified through the issuance of a Notice of Award (NoA) that sets forth the amount of funds granted, the terms and conditions of the grant, the effective date of the grant, the budget period for which initial support will be given, the non-federal share to be provided (if applicable), and the total project period for which support is contemplated. The NoA will be signed by the Grants Officer and transmitted via email or by GrantSolutions, or the Head Start Enterprise System (HSES), whichever is relevant.

Following the finalization of funding decisions, organizations whose applications will not be funded will be notified by letter signed by the cognizant Program Office head. Any other correspondence that announces to a Principal Investigator, or a Project Director, that an application was selected is not an authorization to begin performance.

Project costs that are incurred prior to the receipt of the NoA are at the recipient's risk and may be reimbursed only to the extent that they are considered allowable as approved pre-award costs. Information on allowable pre-award costs and the time period under which they may be incurred is available in *Section IV.6. Funding Restrictions*.

Recipients may translate the Federal award and other documents into another language. In the event of inconsistency between any terms and conditions of the Federal award and any translation into another language, the English language meaning will control. Where a significant portion of the recipient's employees who are working on the Federal award are not fluent in

English, the recipient must provide the Federal award in English and in the language(s) with which employees are more familiar.

VI.2. Administrative and National Policy Requirements

Awards issued under this announcement are subject to 45 CFR Part 75 - Uniform Administrative Requirements, Cost Principles, and Audit Requirements for HHS Awards currently in effect or implemented during the period of award, other Department regulations and policies in effect at the time of award, and applicable statutory provisions. The Code of Federal Regulations (CFR) is available at www.ecfr.gov. Unless otherwise noted in this section, administrative and national policy requirements that are applicable to discretionary grants are available at: www.acf.hhs.gov/administrative-and-national-policy-requirements.

An application funded with the release of federal funds through a grant award does not constitute, or imply compliance with federal regulations. Funded are organizations responsible for ensuring that their activities comply with all applicable federal regulations.

HHS Grants Policy Statement

The HHS Grants Policy Statement (HHS GPS) is the Department of Health and Human Services' single policy guide for discretionary grants and cooperative agreements. ACF grant awards are subject to the requirements of the HHS GPS, which covers basic grants processes, standard terms and conditions, and points of contact, as well as important agency-specific requirements. The general terms and conditions in the HHS GPS will apply as indicated unless there are statutory, regulatory, or award-specific requirements to the contrary that are specified in the NoA. The HHS GPS is available at <https://www.acf.hhs.gov/discretionary-post-awardrequirements#chapter-1>.

Other Administrative and National Policy Requirements

VI.3. Reporting

Performance Progress Reports:

Semi-Annually

Reporting Requirements

Recipients under this FOA will be required to submit performance progress and financial reports periodically throughout the project period. Information on reporting requirements is available on the ACF website at www.acf.hhs.gov/discretionary-post-award-requirements#chapter-2.

For planning purposes, the frequency of required reporting for awards made under this announcement are as follows:

Financial Reports:

Quarterly

VII. HHS Award Agency Contact(s)

Program Office Contact

First Name:

Michelle

Last Name:

Jadcak

Organization 1:
U.S. Department of Health and Human Services

Organization 2:
Administration for Children and Families

Organization 3:
Office of Child Support Enforcement

Street 1:
330 C Street SW.

Street 2:

City:
Washington

State:
DC District of Columbia

Zip:
20201

Phone:
(202) 401-4578

Phone 2:

Fax:

Email:
OCSE.DPI@acf.hhs.gov

URL:

Office of Grants Management Contact

First Name:
Tim

Last Name:
Chappelle

Federal Agency:
U.S. Department of Health and Human Services

Sub OpDiv:
Administration for Children and Families

OpDiv:
Office of Grants Management

Street 1:
330 C Street SW.

Street 2:

City:
Washington

State:
DC District of Columbia

Zip:
20201
Phone:
(202) 401-4577
Phone 2:
Fax:
Email:
tim.chappelle@acf.hhs.gov
URL:

Federal Relay Service:

Hearing-impaired and speech-impaired callers may contact the Federal Relay Service (FedRelay) at www.gsa.gov/fedrelay.

VIII. Other Information

Reference Websites

U.S. Department of Health and Human Services (HHS) www.hhs.gov/.

Administration for Children and Families (ACF) www.acf.hhs.gov/.

ACF Funding Opportunities Forecast www.grants.gov/.

ACF Funding Opportunity Announcements ami.grantsolutions.gov/.

ACF "How To Apply For A Grant" <https://www.acf.hhs.gov/grants/howto>.

ACF Property Guidance <https://www.acf.hhs.gov/grants/real-property-and-tangible-personal-property>

Grants.gov Accessibility Information [www.grants.gov/ web/grants/accessibility-compliance.html](http://www.grants.gov/web/grants/accessibility-compliance.html).

Code of Federal Regulations (CFR) <http://www.ecfr.gov/>.

United States Code (U.S.C.) <http://uscode.house.gov/>.

The Office of Child Support Enforcement (OCSE) may post applicant resources online at <http://www.acf.hhs.gov/programs/css/grants>. Please check the site periodically for updates.

Application Checklist

Applicants may use this checklist as a guide when preparing an application package.

What to Submit	Where Found	When to Submit
SF-424 - Application for Federal Assistance	Referenced in <i>Section IV.2.Required Forms, Assurances, and Certifications</i> . This form is available in the FOA's forms package at www.Grants.gov in the Mandatory section.	Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.4</i> .

What to Submit	Where Found	When to Submit
		<i>Submission Dates and Times.</i>
SF-424 Key Contact Form	Referenced in <i>Section IV.2. Required Forms, Assurances, and Certifications.</i> This form is available in the FOA's forms package at www.Grants.gov .	Submission is due with the application by the application due date found in the <i>Overview</i> and in <i>Section IV.4. Submission Dates and Times.</i>
SF-LLL - Disclosure of Lobbying Activities	"Disclosure Form to Report Lobbying" is referenced in <i>Section IV.2. Required Forms, Assurances, and Certifications.</i> This form is available in the FOA's forms package at www.Grants.gov .	If submission of this form is applicable, it is due at the time of application. If it not available at the time of application, it may also be submitted prior to the award of a grant.
Certification Regarding Lobbying (Grants.gov Lobbying Form)	Referenced in <i>Section IV.2. Required Forms, Assurances, and Certifications.</i> This form is available in the FOA's forms package at www.Grants.gov .	Submission is due with the application package or prior to the award of a grant.
Unique Entity Identifier (DUNS) and Systems for Award Management (SAM) registration.	Referenced in <i>Section IV.3. Unique Entity Identifier and System for Award Management (SAM)</i> in the announcement. To obtain a DUNS number (Unique Entity Identifier), go to http://fedgov.dnb.com/webform . To register at SAM, go to http://www.sam.gov .	A DUNS number (Unique Entity Identifier) and registration at SAM.gov are required for all applicants. Active registration at SAM must be maintained throughout the application and project award period.
SF-Project/Performance	Referenced in <i>Section IV.2. Required Forms, Assurances, and Certifications.</i>	Submission is due by the application due date found in the

What to Submit	Where Found	When to Submit
Site Location(s) (SF-P/PSL)	This form is available in the FOA's forms package at www.Grants.gov .	<i>Overview</i> and in <i>Section IV.4. Submission Dates and Times</i> .
Mandatory Grant Disclosure	Requirement, submission instructions, and mailing addresses are found in the "Mandatory Grant Disclosure" in <i>Section IV.2. Required Forms, Assurances and Certifications</i> .	If applicable, concurrent submission to the Administration for Children and Families and to the Office of the Inspector General is required.
Table of Contents	Referenced in <i>Section IV.2. The Project Description</i> .	Submit with the application by the due date found in the <i>Overview</i> and in <i>Section IV.4. Submission Dates and Times</i> .
Project Summary/Abstract	Referenced in <i>Section IV.2. The Project Description</i> . The Project Summary/Abstract is limited to one single-spaced page.	Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.4. Submission Dates and Times</i> .
The Project Description	Referenced in <i>Section IV.2. The Project Description</i> .	Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.4. Submission Dates and Times</i> .
The Project Budget and Budget Justification	Referenced in <i>Section IV.2. The Project Budget and Budget Justification</i> .	Submission is required in addition to submission of SF-424A and / or SF-424C. Submission is required

What to Submit	Where Found	When to Submit
		with the application package by the due date in the <i>Overview</i> and in <i>Section IV.4. Submission Dates and Times</i> .
SF-424A - Budget Information - Non-Construction Programs and SF-424B - Assurances - Non-Construction Programs	Referenced in <i>Section IV.2. Required Forms, Assurances, and Certifications</i> . These forms are available in the FOA's forms package at www.Grants.gov in the Mandatory section. They are required for applications that include only non-construction activities.	Submission is due by the application due date found in the <i>Overview</i> and in <i>Section IV.4. Submission Dates and Times</i> .
Documentation of Approval to Apply from Governing Body	Referenced in <i>IV.2, The Project Description, Legal Status of Applicant Entity</i>	Submission is due if required for State or Tribal applicant entity before grant can be issued.