

Request for Proposals

The [Southeast Energy Efficiency Alliance \(SEEA\)](#) seeks proposals from eligible local governments, nonprofit service providers, and/or community-based organizations (CBOs) to provide targeted marketing and case management assistance to low-income households. This support is critical to facilitating access to existing energy efficiency, weatherization, and home repair programs that can support home rehabilitation for capital-constrained households.

SEEA recognizes that while numerous programs exist to improve housing stock and reduce energy costs, participation is often hindered by lack of awareness, complex application processes, and the presence of pre-weatherization needs (e.g., critical home repairs). This initiative aims to close this participation gap by leveraging trusted local intermediaries to overcome these systemic barriers.

About SEEA

SEEA is a 501c(3) nonprofit organization that promotes energy efficiency as a catalyst for economic growth, workforce development, and energy security across 12 southeastern states and 5 U.S. island territories. Our goal is to achieve energy affordability, promote regional economic development, and foster environmental stewardship. We work to expand access to energy efficient programs and technologies that can improve home affordability while bringing a variety of non-energy benefits, including improved health and home comfort and enhanced community resilience. This initiative directly builds on lessons learned from successful pilot projects, and aims to replicate and scale effective engagement models across multiple states in our territory.

SEEA will provide technical assistance to successful applicants to support stacking funding, coordinating applications, and targeting program outreach.

Project Scope

While numerous programs exist to provide capital or assistance for home rehabilitation (including energy efficiency, weatherization, critical repair, and housing trust funds), it is often difficult for low-income households to know about and access these resources. This critical access gap is primarily driven by three interlocking barriers:

- **Trust and Awareness Deficit:** Outreach efforts for these vital assistance programs often fail to connect with vulnerable communities. Trusted community representatives are needed to effectively communicate the value of these assistance programs.
- **Administrative Barriers:** Programs are difficult to apply for and may be managed or offered by multiple entities and not coordinated amongst each other. Hands-on case management support has been proven to be effective in supporting eligible households in navigating paperwork, verifying eligibility, understanding program scope, and providing a single point of contact throughout the lifespan of a home rehabilitation project.

This request for proposals seeks trusted community partners with experience providing case management assistance to households in their community. Through this assistance, we aim to help eligible households navigate the array of programs and funding streams that they may be able to access to support home rehabilitation needs, ultimately contributing to home comfort, occupant health, and affordability. This pilot initiative seeks to reach a total of 5,000 households across the Southeast with information about available energy efficiency, weatherization, and home repair programs, and to enroll at least 500 households in programs that support home upgrades. To meet this goal, applicants are encouraged to propose outreach plans that aim to engage approximately 500–700 households within their target geography, with an aim of enrolling at least 60 households in relevant programs.

Projects should also include strategies to convert outreach into direct support, including helping households complete and submit applications for assistance. The number of supported applications should reflect the depth of engagement and capacity of the applicant organization.

Key Objectives

The selected local partner(s) will support the following objectives:

- **Provide Targeted Marketing of Available Programs:** Leverage community trust to conduct in-person convenings and/or deploy targeted media to reach priority communities. Marketing will be targeted to help communities understand programs that they may qualify for and the value of participation.
- **Provide Case Management:** Provide direct, hands-on support to eligible households in navigating applications for selected municipal, state, federal, nonprofit, or utility energy efficiency, weatherization, and/or critical home repair programs. All targeted programs/initiatives will be identified by SEEA and selected partners before beginning marketing, and SEEA will support in identifying program scope and eligibility requirements.
- **Support Stacking Funds:** Collaborate with SEEA to develop local programmatic infrastructure that identifies and strategically braids funding from diverse sources/programs (utility rebates, government programs, nonprofit resources) to address pre-weatherization, critical home repair needs, and improve the performance of housing.

Funding and Project Requirements

Funding Amount

SEEA anticipates awarding 7 – 8 grants of approximately **\$10,000 - 15,000 per award**. There can be multiple partners for each award, if desired.

These microgrant funds are specifically intended to support the staff time and resources necessary to pilot this approach for 5 months, including funding for local case managers and community outreach activities. Awardees will be expected to support community member program enrollment through direct assistance (case management) and to make use of a range of marketing approaches to expand awareness of program opportunities.

Project Requirements

At a minimum, proposed projects must comply with the following:

- **Geography:** Applications are welcomed from any communities within the states of Alabama, Florida, Georgia, Mississippi, North Carolina, South Carolina, and Tennessee, with a particular focus on these metropolitan areas: Augusta (Georgia), Charleston (South Carolina), Columbia (South Carolina), Jackson (Mississippi), Jacksonville (Florida), Nashville (Tennessee), Raleigh (North Carolina), and Selma (Alabama). However, if you represent another community, you are still welcome to apply.
- **Project Term:** Project activities will have a period of performance of **five** months. Project activities must end by May 31, 2026.
- **Reporting:** Awardees must participate in at least three project update calls during the term (kick-off, mid-term, and final) and will provide a publicly available summary of all project activities and outcomes (details to be finalized in award negotiations). Awardees will also participate in at least one kick-off and one closing call with the full cohort. Specific reporting format and content will be finalized during award negotiations. Each awardee will be expected to track and report on outreach and enrollment efforts, which may include:
 - Number and type of outreach activities conducted (e.g., events, workshops, one-on-one engagements).
 - Number of individuals reached through outreach.
 - Number of individuals supported through the application process.
 - Key touchpoints and engagement strategies used to connect with target audiences.
- **Copyrights and Data Rights:** SEEA and award winners shall hold equal rights to all new data and materials arising from this award.
- **Insurance:** Awardees will be required to provide proof of general liability insurance.

Project Restrictions

Award funds may not be used for the following purposes. Proposals that include these activities will not be considered.

- Purchase of real estate.
- Construction of new buildings or refurbishment of existing buildings.
- Purchase or install technology, hardware, equipment, or building materials.
- Capital to finance loan products or related risk reduction mechanisms (loan loss reserves, interest rate buy-downs).
- Contact, or urging the public to contact, members of a legislative body for the purpose of proposing, supporting, adopting or opposing legislation.

Proposal Submission and Review

Evaluation Criteria

All proposals will be evaluated and scored based on the following criteria:

Scoring Criterion	Description	Points
Organizational Capacity & Project Feasibility	The proposal demonstrates that the applicant(s) have the necessary organizational capacity, relevant expertise, and resources to carry out the proposed work effectively. The proposal clearly articulates an effective project approach, activities, partner roles (if applicable), and a sound project timeline.	30
Project Implementation	The proposal clearly articulates expected program metrics (number of households reached and number of households enrolled in programs) and has a clear and persuasive strategy to meet these goals. Ideal proposals will demonstrate a plan to reach 500–700 households and to enroll at least 60 households in relevant programs.	40
Program Sustainability	The proposal clearly identifies how the project will generate lasting momentum, will build new organizational capacity, or will provide actionable insights that can advance engagement beyond the end of the project term.	10
Community Impact	The proposal clearly details how the proposed project will directly prioritize services for underserved or at-risk communities, especially low-income and capital-constrained households who would benefit most from home rehabilitation support.	20
Total		100

Submission Instructions

All proposals must be submitted electronically in PDF format via email to rfp@seealliance.org with the subject line: “RFP Submission – SEEDS Project - [Vendor Name]”

Proposals must be received no later than 11:59 pm ET on Wednesday, December 10. Late submissions will not be considered.

SEEA will host an informational webinar on Tuesday, December 2 at 2:00 pm ET to discuss the project and answer questions from prospective applicants. Ahead of the webinar, please feel free to submit any questions for SEEA regarding the project or RFP process to the email address listed above.

Review Process

Following the submission deadline, SEEA staff will review and select proposals for the award. We anticipate announcing award selections by mid-December of 2025.

Equal Opportunity

SEEA is an equal opportunity employer and is committed to a policy of nondiscrimination with regard to race, sex, color, age, religion, creed, class, sexual orientation, natural origin, and disability.

Important Dates

- Submission Period: Monday, November 10 – **Wednesday, December 10 by 11:59 pm ET**
- Informational Webinar: Tuesday, December 2 at 2:00 pm ET
- Review Period: Thursday, December 11 – Tuesday, December 16
- Project Start Date: 1/1/2026
- Project Term End: 5/31/2026

For more information, please contact: rfp@seeallinace.org or visit: seealliance.org/rfp

Proposal Template

Applicant Information

Please provide the following required information:

- Organization Name: (Include all co-applicant organizations, if applicable, and clearly indicate the lead organization.)
- Employer Identification Number (EIN): (If applicable)
- Organization Mailing Address:
- Organization Website:
- Organization Telephone Number:
- Point of Contact Name:
- Point of Contact Title:
- Point of Contact Email:
- Point of Contact Phone:

Requested Amount: \$_____ (Must be no more than \$15,000.)

In addition, please include a brief narrative overview of the following items. The total application should be no more than **three pages** in length:

Section	Instructions
Project Summary & Design	Provide a brief overview of the project, including the specific geographic focus and the existing programs you intend to target (utility, federal, nonprofit) for outreach. List all partners and their roles and outline the anticipated project timeline.
Marketing & Outreach Plan	Describe your plan to market and provide outreach to the community. How many households do you anticipate reaching with some form of outreach during the project term? What messaging channels and community engagement approaches will you use? How will your marketing and engagement approaches prioritize and reach households who lack capital for home upgrades?
Case Management Approach	Describe your process for providing hands-on case management support to potential program applicants. How will you identify eligible households, support applications, and collaborate with SEEA on stacking funding? What communication methods will you use to provide case management assistance?

Please also explain how your process reduces key programmatic barriers across the program life cycle for eligible households.

Qualifications & Capacity

Describe the qualifications and relevant experience of all applicants. Include demonstrated success in: 1) working directly with low-income and priority communities, 2) administering and/or facilitating access to housing, energy, or weatherization programs, and 3) successfully managing grant-funded projects of a similar scope and scale.

Long-Term Impact

Describe how this project will generate community momentum, build organizational capacity, or provide actionable insights that advance the overall priorities of this initiative beyond the project's end.