Your Name

Street Address

City, ST ZIP Code

Date

Recipient Name

Title

Organization Name

Street Address

City, ST ZIP Code

Dear Recipient Name:

I am writing to request $XX,XXX.XX in CARES Act funding to purchase the CivicEngage® content management system (CMS) from CivicPlus®.

Since [date of administrative office closures], [Community Name] has been rapidly forced to shift its citizen service strategy from one predicated on in-person staff member access and paper documentation to an entirely remote service model. With our staff members working from home and citizens adhering to social distancing and quarantine mandates, our website has become a crucial foundation to our citizen communication and citizen service strategy.

Unfortunately, the past several weeks have revealed to us that our existing website does not maintain the functionality needed to accomplish the following critical administrative citizen-service tasks that are crucial in the current ongoing COVID-19 response period:

[Customize the list below accordingly]

* Rapidly post news, information, updates, instructions, recommendations, and mandates to appropriate web pages, including to the homepage, and share automatically on social media to maximize the reach of every message
* Allow citizens to sign up for text message and email notifications to stay informed of rapidly changing safety requirements and mandates
* Allow citizens to submit a request, inquiry, suggestion, or concern via a mobile-optimized online form that automatically routes the submission to the appropriate internal stakeholder for response
* Enable citizens to pay bills online securely without leaving the safety of their homes
* Post meeting agendas and minutes for easy citizen access to ensure ongoing compliance of open records laws

The CivicEngage CMS that we would like to purchase from CivicPlus with the CARES Act funds available to [Community Name] will enable us to accomplish all of these goals. Additional information about the product, and how it addresses the needs of municipalities during COVID-19 is attached for your reference. [Attach CivicEngage COVID Support and Functionality Fact Sheet]

It is my understanding that The CARES Act requires that the payments from the Coronavirus Relief Fund only be used to cover expenses that:

1. Are necessary expenditures incurred due to the public health emergency concerning the Coronavirus Disease 2019 (COVID–19), and

2. Were not accounted for in the budget most recently approved as of March 27, 2020 (the date of enactment of the CARES Act) for the state or government, and

3. Were incurred during the period that begins on March 1, 2020, and ends on December 30, 2020.

The bulleted list above outlines how the CivicEngage CMS functionality will help our administration address the COVID-19 public health emergency. I can also confirm for you that a new CMS was not in our budget as of March 27, 2020. Further, signing a contract with CivicPlus now will help us address the third requirement that funds be incurred before December 30, 2020.

We are confident that this purchase represents not only a solution to our short-term needs but the functionality needed for continued business continuity. COVID-19 is changing how entities will operate moving forward and how individuals interact with brands, businesses, and their local government leaders. Now that our citizens are experiencing the convenience of online self-service from the brands and businesses that they interact with regularly, and once they experience such conveniences from their local government as well, these service delivery models will become the new normal of public sector engagement. An investment in the CivicEngage CMS is an investment in [Community Name’s] future as a modern, trustworthy, and efficient service entity.

Please let me know if you have any questions. I am available to discuss this request at your earliest convenience.

Sincerely,

Your Name

Title