



Digital Literacy Initiative

2026–2027 Request for Proposal

Supported by  AT&T

Overview

The National Council on Aging (NCOA), with support from AT&T, invites eligible senior centers, nonprofit community-based organizations (CBOs), and local governmental agencies to apply to participate in a national digital literacy initiative for older adults. Selected organizations will receive funding, training, digital curriculum resources, ongoing technical assistance, and peer-learning opportunities to provide hands-on workshops and individualized support that help older adults build practical digital skills, confidence, and access while strengthening local organizations' capacity to provide meaningful technology education.

Who Should Apply

Eligible organizations must meet all requirements below:

- Serve older adults as a local governmental or nonprofit senior center or community-based organization, especially in underserved, inner-city, or rural areas.
- Have a physical location suitable for in-person workshops and one-on-one support.
- Have reliable internet access and enough internet-connected laptops or tablets to maintain a minimum ratio of no more than three learners per device during workshops.
- Have adequate staff or volunteers to facilitate workshops, office hours, data collection, and required reporting.
- Be able to complete the required activities during the grant agreement period.
- Be able to enter into a grant agreement with NCOA and complete the required organizational and financial review.
- Previous grantees may apply; however, they must be able to demonstrate their ability to recruit unique participants not served in prior awards.

Organizations nationwide may apply. Recruitment and selection will prioritize qualified organizations in the following AT&T key service regions:

Alabama, Arizona, Arkansas, California, Colorado, Florida, Georgia, Illinois, Indiana, Kansas, Kentucky, Louisiana, Michigan, Minnesota, Mississippi, Missouri, Nevada, New Jersey, New Mexico, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Tennessee, Texas, Utah, Washington, Washington, D.C., and Wisconsin.

Award Structure

- Tier 1: 45 expected awards, minimum 150 unduplicated participants, \$9,800 award amount
- Tier 2: 30 expected awards, minimum 50 unduplicated participants, \$3,800 award amount

A “participant” means an individual that completes a workshop or receives one-on-one assistance through office hours. An “unduplicated participant” means that they may be counted only once toward the organization’s participant target for each curriculum topic during the grant period, even if the individual attends the workshop with the same topic more than once.

Program Expectations

Project Period

January 4, 2027 – September 10, 2027

Required Activities

Selected organizations must:

- Attend virtual meetings and training, including an onboarding meeting, monthly support calls, and other events as needed.
- Identify staff or volunteers to lead workshops and who will attend training and other virtual meetings as needed to be considered qualified facilitators.
- Deliver at least four in-person digital literacy workshops for older adults using approved AT&T curriculum and facilitator materials, available in English and Spanish.
- Offer at least one (1) one-hour open office hours each week during the implementation period to provide individualized technology support.
- Meet the unduplicated participant target for the selected award tier.
- Submit at least two participant testimonials with signed consent forms via Cumulus, NCOA’s data platform.
- Enter all program scheduling and completed activities in Cumulus regularly, with a report of completed activities due each month.
- Administer required immediate post-program and 30-day follow-up participant surveys using NCOA-provided processes and tools.
- Participate in mid-year and end-of-project implementation experience surveys and respond to reasonable follow-up requests.
- Host an NCOA site visit during a workshop if requested.
- Ensure that qualified staffing and adequate devices, internet, and space are available and maintained throughout implementation.

Support Provided by NCOA

In addition to funding, selected organizations will receive:

- Digital access to AT&T curriculum, materials and implementation resources in English and Spanish. Workshops may be delivered in either English or Spanish based on the needs of the participants served.
- Organization onboarding, training in program reporting and evaluation, facilitator training, ongoing technical assistance, monthly cohort support calls, and regular facilitator peer-learning sessions.

AT&T Employee-Volunteer Engagement

Up to 10 organizations in the areas listed below may have the opportunity to host AT&T employee volunteers recruited through AT&T Believes®, a company-wide volunteering and giving program. These volunteers will serve as workshop assistants, providing support to participants as they practice new skills. Volunteer support is not guaranteed, so organizations and staff should be prepared to lead and host workshops with or /without volunteers. Selected organizations will partner with NCOA to coordinate volunteer participation by sharing workshop schedules and logistics at least four weeks in advance, accommodating up to five volunteers per workshop when feasible and available, and providing timely updates regarding any scheduling changes. The areas include:

- San Ramon, CA
- El Segundo, CA
- Washington, D.C.
- Atlanta, GA
- Alpharetta, GA
- Chicago, IL
- Bedminster, NJ
- Middletown, NJ
- St. Louis, MO
- Bothell, WA
- Dallas, TX

Participant Stories and Photos

Selected organizations must submit at least two participant testimonials during the grant period. Testimonials should describe how participation improved an individual's digital skills, confidence, access to resources, or daily life. Organizations are encouraged to obtain participant consent for NCOA to use and publish testimonials and photos to amplify impactful stories.

Use of Funds

Grant funds are provided to support implementation of AT&T's digital literacy curriculum and related participant engagement activities. Organizations have flexibility in how funds are used.

Suggestions to support program implementation and participant engagement include:

- Staff time associated with outreach, participant recruitment and enrollment, program delivery, participant support, data collection, and reporting activities.
- Printing and distribution of curriculum materials and other program resources.
- Purchase, maintenance, and management of technology devices (such as laptops and tablets) used by participants and facilitators as part of this project.
- Space for workshops and office hours sessions.
- Participant engagement and retention incentives.
- Printing, marketing, outreach, and communications activities.