

How to Apply for OneRural Technical Assistance

Applying for OneRural Technical Assistance is a competitive process. Selection is based on the strength of your application and your organization's potential for positive impact. Only organizations that have the strongest alignment with program goals will be selected.

Application Deadline: March 31, 2026.

Applications received by March 31 will receive priority consideration. If space remains after the priority review, additional applications will be considered through April 15. The program reserves the right to close the application process early.

Who Should Apply?

The OneRural Technical Assistance Program is open to:

- Nonprofit organizations
- Tribal Designated Housing Entities
- Federally recognized Native American Tribes

Eligible organizations must be engaged in affordable housing, community development, or economic development activities and demonstrate leadership commitment to capacity-building.

For-profit entities, state agencies, municipalities serving urbanized areas, public housing authorities, and statewide organizations are not eligible.

Eligibility does not guarantee acceptance.

Application Process

1. Review Eligibility Requirements

Confirm that your organization meets the eligibility criteria. Verify your service area using the [HUD Rural Capacity Building map](#).

2. Prepare Your Application

A strong application demonstrates need, readiness, and impact.

- Gather details about your organization's goals, technical assistance needs, and service area.
- Be specific and impact-driven in describing how OneRural Technical Assistance will benefit your organization and community.

1. **Complete the Online Application Form**

The application form is divided into several sections:

- **Organization Information:** Include your organization's name, legal designation, and physical address.
- **Service Area:** List all counties where your organization operates. Ensure this aligns with the rural, non-urbanized areas requirement.
- **Housing Programs Primary Contact:** Provide contact details for the lead staff responsible for housing programs. Often, this person is the primary contact for OneRural.
- **Impact of Technical Assistance:** Clearly outline your goals, objectives, and technical assistance needs. Strong responses should:
 - Outline organizational and programmatic goals for the next two to four years.
 - Describe planned projects, expected outcomes, and key community needs.
 - Explain how technical assistance will increase capacity, such as:
 1. Expanding programs or developing new initiatives
 2. Increasing housing production or community impact
 3. Strengthening staff expertise and leadership development

- **Current Activities:** Describe recent activities, funding sources used in the past three years, and programs currently in progress. Highlight the housing and community development activities your organization is actively implementing, such as rental housing, homebuyer assistance, or economic development initiatives.

2. **Submit Your Application**

- Before submitting, double-check for accuracy and completeness. Incomplete applications may not be considered.
- Once submitted, you will receive a confirmation email. If you do not receive a confirmation, please contact us at apply@ruralhome.org.

Tips for a Successful Application

- **Be Specific and Impact-Focused**

Clearly define your organization's goals, planned projects, and expected outcomes. Explain how technical assistance will impact your community. The more specific and measurable your objectives are, the stronger your application.

- **Treat This as a Strategic Proposal**

OneRural is a competitive capacity-building opportunity. Your responses help us assess alignment between your organizational goals, our funder priorities, and our team's expertise. This is a partnership. Strong applications demonstrate mutual fit and thoughtful planning.

- **Align Your Goals with Program Priorities**

OneRural prioritizes projects related to:

- Affordable Housing and Housing Services
- Community Development and Economic Development
- Organizational Development (to achieve housing and community development goals)

- **Provide Organization-Specific Detail**

Avoid broad or generic statements. Describe your current programs, challenges, and near-term development priorities. Strong applications highlight your organization's unique circumstances and demonstrate how technical assistance will address clearly defined needs.

- **Showcase Readiness and Leadership Commitment**

Technical assistance requires time, focus, and follow-through. Indicate who will be involved in the process and your organization's capacity to actively participate throughout the program period. Be sure to address:

- Leadership buy-in for long-term growth
- Staff readiness to engage in technical assistance
- A clear vision for sustained community impact

- **Emphasize Impact**

Explain how your efforts will address key community needs, expand services, or improve housing access. Highlight how technical assistance will increase your organizational capacity and contribute to meaningful, measurable community outcomes.

- **Prepare and Review Your Responses**

Although there are only two narrative questions, they carry significant

weight in the review process. Draft your responses carefully and ensure they are well-organized. You may prepare your answers in a separate document and paste them into the form. Double-check your application for clarity and completeness. Well-organized, error-free submissions are more likely to make a strong impression.

Need Help?

If you have questions about eligibility, application requirements, or the OneRural Technical Assistance Program, please contact us at apply@ruralhome.org.