NWCPHP Instructors

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Session 1 Recap

• Strategic pre-planning
• Understanding your agency
• Developing partnerships
• Homework / Workbook
Session 2
Putting the Pieces Together
Session 2

• Rapid response documents

• Steps involved in putting together a proposal

• Resources needed for a proposal

• Major content areas of a proposal
Rapid Response Documents

- Develop these before searching for a funding opportunity
  - Further defines your agency’s capacity

- Multipurpose documents
  - May be used in the grant proposal process as well as in the proposal itself

- Mostly static documents
  - Revisit once a year; customize for each grant proposal
Rapid Response Documents

- Applicant organization information
- Facilities and resources
- Project performance site
- Key personnel profile
- Biographical sketches
- Subject matter expertise
- Internal staff capacity
Steps to Preparing a Proposal

1. Identify your...
   - Request for Application (RFA)
   - Request for Proposals (RFP)
   - Funding Opportunity Announcement (FOA)

   • Conduct a search online
     ✓ Use filters
     ✓ Use keywords
Polling Question

Have you searched online for a grant opportunity before?
Text Box Activity

Using the text box feature on Adobe Connect, type in your top funding sites that you currently search.
Steps to Preparing a Proposal

1. Identify your RFA/FOA/RFP
   - Grants.gov
   - Robert Wood Johnson Foundation
Steps to Preparing a Proposal

2. Read through the RFA/FOA/RFP

• Highlight key information to determine fit with your agency
  ✔ Eligible applicants
  ✔ Purpose/Background
3. Develop a proposal idea based on the RFA and your agency’s capacity and/or interest

- Complete the “Preparing for a Proposal” worksheet
  - Use either the Ebola case study or a proposal of your choice
Steps to Preparing a Proposal

4. Describe the resources needed to prepare the proposal

- People
- Time
- Data
- Literature review
Steps to Preparing a Proposal

5. Develop the abstract

- This may be the only thing a reviewer reads about your proposal
- Will be used for letters of support, subcontracts, biosketches
Steps to Preparing a Proposal

6. Build your timeline and checklist
   - The roadmap for how to complete the proposal
   - Key communication tool
Major Content Areas

Abstract
Budget
Budget narrative
Subcontracts
Project narrative (session 3)
Letters of support
Evaluation plans
Budget

• Budget folks should always be at the table
  • Will help translate your project idea into a detailed budget plan

• Create and use a budget template form
  • Consistently, accurately ensures you are including all costs

• Pay attention to funding restrictions in the RFA
  • Award ceilings
  • Salary caps
  • Facilities & Administrative (F&A) rate
Budget Narrative

- Adequately explain and justify the costs as necessary
- Language should mirror that in the project narrative / work plan
Subcontracts

• Adequate time built into the proposal timeline

• Make it easy for them to submit the appropriate documents
  • A “mini” proposal within your proposal
Letters of Support

• Refer back to your stakeholders/partners worksheet

• These will illustrate a compelling reason how/why this project will have a positive impact

• Aim for 1 page in length
Evaluation Plan

- Critical component of the proposal
- Often worth a significant % of the reviewer points
- Must align with your proposal plan
PLANNING FOR FINANCIAL SUCCESS

Questions?

Next Week: Week 3 Submitting a Strong Proposal
Next Steps: Complete workbook part 2
Upcoming Trainings

Register early to receive early bird rates!
Visit nwcphp.org to learn more.

Northwest Public Health Leadership Institute
April 2015 – December 2015

Summer Institute for Public Health Practice
August 3–6, 2015

Public Health Management Certificate
August 2015 – July 2016