PLANNING FOR FINANCIAL SUCCESS

4-Part Webinar Series
NWCPHP Instructors

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Session 2 Recap

- Rapid response documents
- Searching for an RFA, read through an RFA
- Resources needed for a proposal
- Major content areas of a proposal
- Homework / Workbook
Take a moment and think about Sessions 1 and 2, and the workbook activities. Using the text box function, are there any questions that you have about what we have covered so far?
Textbox Activity

Are there any additional content areas or components that you would add to Sessions 1 and 2?
Session 3
Submitting a Strong Proposal
Session 3

• Strategies for aligning your proposal with the RFA

• Techniques for writing a clear request

• How your proposal will be reviewed and scored
Aligning your proposal

- First understand the purpose of each narrative section
  - Specific Aims
  - Background / Problem Statement
  - Workplan
  - Timeline
  - Evaluation
Aligning your proposal

• First understand the purpose of each narrative section
  • **Specific Aims**
    • State concisely the goals of the proposed project and summarize the expected outcome(s), including the impact that the results of the proposed project will have on the target audience/area of focus involved.
    • Usually 1 page in length.
Aligning your proposal

• First understand the purpose of each narrative section
  • **Background / Problem Statement**
    • Begin this section by stating the problem that you will address.
    • Explain the importance of the problem or critical barrier to progress in the field that the proposed project addresses.
    • Describe what will change if the proposed aims are achieved.
Aligning your proposal

• First understand the purpose of each narrative section
  • **Workplan**
    • Describe the overall strategy, methodology, and analyses to be used to accomplish the specific aims of the project. Include how the data will be collected, analyzed, and interpreted as well as any resource sharing plans as appropriate.
    • Discuss potential problems, alternative strategies, and benchmarks for success anticipated to achieve the aims.
    • Clearly detail the objectives and activities for each specific aim.
Aligning your proposal

• First understand the purpose of each narrative section
  • **Timeline**
    • Specifically lays out each activity proposed during the entire project period.
    • Ensures that the work being described is a doable project in the timeframe of the grant.
    • Make sure that your timeline aligns with the funding request per year.
Evaluation Design

Explanation of methods

- What was the impact?
- Descriptions of record keeping,
- Consideration of counts
- Dedicated databases for tracking
- What method of data collections for information to be credible or useful:
  - Assessments, (Needs, Rapid Cycle)
  - Surveys, Focus Groups, KII's,
- Consideration of replication
Evaluation Questions-Training

Formative (Process)
Who participated
Were materials available
Were they high quality
Was the full range of topics covered
Were there issues with timing
Need for modifications
Too many too few

Summative (Outcome)
Did presenter change their practices as a result
Were there variables by presenter or student characteristics
Were there obstacles to implementing change
Were there curriculum changes
Aligning Your Proposal

- Questions to ask
  - Read the RFA
  - Contact the sponsor
  - Tie in to the overall purpose
  - Create a checklist or table
Writing in Plain Language: Grant writing is a form of technical writing

- Put sentences in logical sequence
- Use action verbs
- Avoid first person, trendy words
- Use lists when you have several items
- Use active voice
- Stay away from jargon
- Avoid overly broad statements
- Use consistent wording throughout the proposal
Techniques for a clear request

• Use your internal reviewers
  • Refer back to your subject matter experts and internal staff

• Use online writing resources
  • HRSA: http://bhpr.hrsa.gov/grants/technicalassistance/index.html
  • HRSA: http://www.hrsa.gov/grants/apply/writestrong/index.html
  • FederalGrantsWire: http://www.federalgrantswire.com/writing-a-federal-grant-proposal.html#.VPOiMOFmCW5
Reviewing/Scoring a Proposal

- Read the RFA
  - Application Review Criteria

- Create a scoring table
  ✓ Crosswalk your narrative to the RFA requirements
Reviewing/Scoring a Proposal

- Simple example
  - Ebola RFA
    - Plan 75 points
    - Administration 25 points

- Complex example
  - HRSA PHTC
    - Needs 15 points
    - Methods 25 points
    - Evaluation 15 points
    - Impact 10 points
    - Capabilities 25 points
Questions?

Next Week: Week 4 Now What? How to Repurpose your Proposal

Next Steps: Complete workbook part 3
Upcoming Trainings

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

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