

Prep Doc

CONDUCTING ADVOCACY GRANT APPLICATION

Thank you for visiting our Prep Doc page. We think you'll be glad you did. We've made this page to help you organize the information you'll need to provide for our online application. The Helpful Hints may come in handy too!

Organization Information:

Tax ID (Employer Identification Number or EIN).

HELPFUL HINT: Your Tax ID number should be formatted as follows: 35-XXXXXXX. We need your Tax ID to verify your organization's nonprofit status. Public schools and government entities do not need to complete this section.

Organization Name

Address

City

State

Zip

Phone Number

Fax

Web Address

Primary Contact

HELPFUL HINT: This is your organization's president, CEO, executive director, superintendent etc.

Primary Contact's Title

Primary Contact's Email

Annual Operating Budget

Sources of Income and percentage of the total that each source makes up

HELPFUL HINT: Your answer to this question may look something like this:

Fees for service: 76%

Fundraising events: 5%

Grants: 15%

Earned Income: 4%

Questions about your organization:

1. What is your organization's mission and vision? Please include any principles or values that are used throughout your organization and its programs.
2. What types of things does your organization do especially well? How do you know that you do them well?
3. How likely is it that your organization will be sustained for the long term? Please list both financial and program factors that contribute to your sustainability.

HELPFUL HINT: Following are some indicators of long-term sustainability: 1. Broadly diversified sources of income. 2. History of successful financial management. 3. Volunteers who give their time and talent. 4. Many local donors who contribute cash or goods and services. 5. The absence of debt or manageable debt that makes sense given the organization's size and level of maturity.

4. In your geographic area, what groups are most similar to you? What differentiates you from them?

Proposal Contact Information:

Primary Project Contact

HELPFUL HINT: This refers to person who is the 'point person' for the project. This is the person who our staff will contact to discuss this proposal in more detail.

Project Contact's Title

Phone number

Email

Proposal Information:

Project Title

HELPFUL HINT: This is a short project title limited to 4 words.

Project Budget

Request Amount

Other sources of support for your project

Project Start Date

HELPFUL HINT: This is the date that you will begin your project.

Project End Date

HELPFUL HINT: This is the date by which you commit to completing your project goals.

For Questions 5 through 17, we are looking for simple, brief responses. Please note there is a size limit of 100 words (about 6 sentences).

Questions about your proposed project:

HELPFUL HINT: We will use the example of one organization to explain the remaining questions. The example starts here.

5. Name the targeted audience of people that you want to help with your proposed advocacy project.

HELPFUL HINT: We want to benefit the development of young children, ages birth to five with our project.

6. What system or condition do you want to influence?

HELPFUL HINT: Our research shows that the parents we work with do not have a good understanding of how critical this time of development is for children. We want to influence parents' knowledge of how children grow and develop from birth through age 5.

7. What improvement or change in the existing condition do you want to help bring about?

HELPFUL HINT: We want to inform parents of the importance of good development from birth to five and help parents understand ways that they can positively impact their children's development.

8. How will you conduct your advocacy project?

HELPFUL HINT: We will hire two experienced mentors who will go to places where parents congregate with a positive child development message. Our most important message will be that parents can easily fit good child development activities easily into their busy schedules.

9. What other options did you consider for addressing the problem cited in Question 6 above?

HELPFUL HINT: We tried reaching parents through a variety of media such as newspapers, radio and TV. We tried making magazines available at childcare centers and other early childhood locations. We did not feel that these media had the impact of face-to-face interactions.

10. If your project is successful, what will the improved condition be like?

HELPFUL HINT: In the end we want to maximize the development potential of children.

11. What specific results do you anticipate being able to achieve if your projected improvement is fully made?

HELPFUL HINT: We want to maximize child development by making positive changes in parents' daily interactions with their children. Our results are:

--85% of parents in our area will understand that birth to five is a critical time for development.

--85% of parents in our area will state that they talk to their birth to five children more than they did in the past.

--85% of parents in our area will state that they intentionally include their birth to five children in more everyday activities than they did in the past.

12. What major points of success will you need to complete? How long might it take for these changes to be achieved?

HELPFUL HINT: We have several things we need to do to be successful: A. We need to find groups of parents who want child development information and support. B. We need to develop a communication message that works well with these groups.

13. If the results cited in Question 10 above cannot reasonably be achieved within the period of this grant, please tell us what can be completed by the end of the grant period.

HELPFUL HINT: We believe that we can easily target our groups, design our message, and then test the message within the grant time period.

14. How will you use the short term results of your project to accomplish long term impact for your target audience?

HELPFUL HINT: By testing our message and trying out various approaches to connecting with parents in the short term we will have the basis that we need to build upon for success. We will take those experiences, refine them, and work toward our long term success.

15. Name the three or four critical steps in your project. Tell us what has to be achieved at each step for you to be successful. Please provide a rough timeline.

HELPFUL HINT: (Use a bullet format.) Our critical steps are as follows:

- A. Define our message to parents; by 12/31/2012
- B. Find people who can deliver our message to parents; by 1/31/13
- C. Test our message and delivery system; by 4/30/13
- D. Refine our message and delivery system; by 6/30/13
- E. Complete more advocacy and training for parents; by 7/31/13

16. Please specify the name and qualifications of the key people responsible for achieving your anticipated results. What special skills or experience does each of them bring to the project?

HELPFUL HINT: Katie Smith, our communications director will lead this project for us. Katie has completed two other advocacy projects, one where she advocated for business support of community development, and another where she advocated for the support of elected officials to become involved in providing community health initiatives. Our executive director, John Wilson, will supervise Katie's work. John has been involved in advocacy projects at the state level.

17. Please list any partners or advisors important to your success. Describe the role that they will play and express any evidence you have of their commitment to your advocacy project.

HELPFUL HINT: We will collaborate with existing nonprofit organizations and human services organizations to help us locate and serve various parent groups. We regularly collaborate with these organizations and they have indicated that they are excited about us helping parents to become better teachers for their young children.