REVIEWER FEEDBACK AND HELPFUL TIPS

ORGANIZATIONAL PROFILE
Try to be succinct. Give reviewers an idea of who you are, what you do, what population you serve and how you fit into the overall healthcare community (but, reviewers say there's no need to go back decades!)

STATEMENT OF NEED
When possible, use both national and local data to support your need. If there isn't much local data available, reviewers recommend including anecdotal data/stories to demonstrate your knowledge of the target population. Also, be sure to look for the most current data and cite your sources. A good source for local data is www.kchealthmatters.org, which provides health and demographic statistics for the Health Forward service area. Other resources can be found at https://healthforward.org/grantees-and-applicants/research-resources/.

TARGET POPULATION
Describe the specific demographic(s) and health-related characteristics of the people you hope to serve with this project, and your recruitment or access strategy. Typically, our applicants do well with this section.

PROPOSED PROJECT ACTIVITIES

- Include enough detail to ensure reviewers can understand the flow of your proposed project.
- Reviewers recommend adding a visual of your project, such as a timeline, flowchart, and/or logic model (which can be attached as an appendix that will not be included in your page count.) The goal of such tools is to help the reader understand how the various pieces of your project are connected and how specific project activities will lead to corresponding desired outcomes.
- *IMPORTANT* - For existing projects, it is imperative to provide a brief assessment of the project's effectiveness to date and a summary of lessons learned. One of the most frequent reviewer complaints is, "The applicant did not discuss past outcomes!" If you are submitting a request for an existing project, your application will not be recommended unless you include information of the project's past outcomes and lessons learned.

OUTCOMES & EVALUATION
The outcomes section of a proposal is often the applicants' biggest challenge. Most reviewers prefer applications that include logic models. While not required, reviewers say including a logic model/outcomes framework enhances the proposal. Logic Models and Outcomes Frameworks can be included within your proposal or attached as appendices that will not count towards your page limit.

EQUITY & CULTURAL COMPETENCE
This is NOT a space to simply input your organization's diversity and/or cultural competency policy (though, you are welcome to attach those as appendices to your application.) Reviewers want to know how you are carrying out your policy. With the reality that communities are becoming more diverse, this section should contain more than board demographics. How does your staffing reflect the communities you serve? How are you responding to your communities' needs, values, preferences? Does your program or organization lack in diversity, what are your challenges and aspirations to improve?

Basic Tips

- Check your spelling and math.
- Be consistent. Double-check the online portion, the abstract, and the budget to ensure your request amount and project numbers are consistent throughout!
- Make sure your proposal is COHESIVE.
- Try a test run. Have someone unfamiliar with your project review before final submission to see if it makes sense.

BUDGET/BUDGET NARRATIVE

- Take the time to do a detailed budget.
- Be explicit!
- Break out each salary.
- Itemize Other Direct Expenses.
- Include comments in the Budget Narrative section for every line item that is not 100% self-explanatory. (e.g. - If you're requesting portions of several salaries, the budget narrative section can be used to describe how that staff person fits within the program. Even if you have described it in the Proposal Narrative, don't take it for granted that they'll connect the dots!) And vice-versa. It is not wise to have costs reflected in budget narratives that were never alluded to in the narrative proposal.

A Note on Fonts…

Health Forward's Proposal Narrative Template instructs applicants to use '12-point Arial font.'

In truth, we've never counted it against anyone who did not follow this instruction; however, we would discourage applicants from using too small of a font because reviewers have complained about it in the past. (You should never go below 10 pts!)

It's best to stick with crisp fonts and sizes, such as: Arial (11 pt.), Calibri (12 pt.) or Verdana (10 pt).