

How to Successfully Write an Internal Proposal to Obtain HEERF II Funding

Articulate “why”

Why?

Outline why it matters that you receive your share of your institutions HEERF II allocation.

Explain your situation



How do you pursue your efforts today and what recent changes stand in the way of maintaining performance?

Pinpoint your solution



Itemize what is needed to solve the problem in terms that show a connection to improved outcomes.

Explain Failure



What happens if your team can't perform? How will the organization suffer? How can you change that?

Know who counts



Understand who supports you and why others may not. Seek to build a coalition based on win-win.

Explain what's in it for them



Submit your proposal showing a correlation between your institution's why and yours. Express it in clear, concrete terms that cannot be misinterpreted.

Details Your Proposal Should Include: Tips to Help You Get the Funding You Need

As you apply for funds that your organization received from the HEERF II, use these tips to stand out and succeed.



Keep the end result in mind.

While writing your proposal, be careful to correlate what you are seeking with improved outcomes, impact, or the ability to perform in the post-COVID-19 world.



What's in it for them

Appeal to your organization's mission-critical goals, metrics, and/or culture. Talk about matters in their terms.



How will you up-train faculty/staff?

Underscore how you must train faculty/staff to meet the demands of increased simulation time.



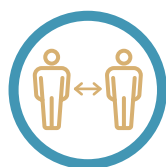
Cite lost clinical time.

Highlight how much simulation you must now provide to make up for lost clinical time.



Highlight the technology you need.

Be specific and explain the benefits of the technology. It can be a relief to your administration that you have a solution.



Don't forget social distancing.

Social distancing has created bottlenecks in the use of simulation space. You may need funding to expand.



Include charts and graphs.

These can save space in your proposal and they can help your reviewer to fully grasp what you are saying.



Don't skimp on pictures and embedded videos.

Similar to charts and graphs, images and links to videos can help create a picture for your reviewers. Don't neglect to include them.



Involve those who hold the key.

An application is not enough. Get stakeholders involved so they can see your problems and your proposed solution first hand.



Schedule a formal Q&A

Go a step beyond a mere presentation. Seize the initiative by scheduling time for a formal Q&A dialogue with stakeholders. Tactically, you'll be taken more seriously.