

Creating a Strong Proposal for the Marillac Mission Fund FY23

Below you will find some guidance from the MMF Team that you may wish to incorporate into your submission to strengthen your application. We look forward to reviewing your proposal.

Successful Responsive Proposals:

- Align with the Marillac Mission Fund Theory of Change.
- Demonstrate organizational leadership buy-in
- Use local and/or organizational data to identify social determinants of health that impact the community or individuals served
- Can demonstrate a strong and logical connection between community need, the proposed intervention, and the projected impact.
- Incorporate community voice throughout the project, from research -> design -> implementation -> evaluation.
- Demonstrate an understanding of the local landscape of other initiatives and collaborations that work with the same population/address the same need.
- Project outcomes that are [SMARTIE](#) (Strategic, Measurable, Ambitious, Realistic, Time-bound, Inclusive, and Equitable).
- Embrace a strengths-based approach to the population served.
- Demonstrate proof of concept in the program design for any new or expanding projects.
- Have a budget that is realistic, reasonable, and has diversity across revenue streams.

Successful Coalition-building proposals:

- Have a common understanding of an issue and shared vision for change.
- Take advantage of good timing and momentum.
- Include collaboration with an appropriate mix of partners.
- Demonstrate sufficient level of organizational credibility on the issue and sufficient capacity to advance project aims.
- Incorporate appropriate Diversity, Equity, and Inclusion considerations and cultural competencies.

Successful Advocacy proposals:

- Can articulate how the project drives change within institutions or systems.
- [Balances solutions against political realities.](#)
- Can clearly articulate an advocacy theory of change using the [Advocacy Strategy Framework](#), including project-relevant advocacy strategies, audiences, interim outcomes and indicators measuring progress. Consider the following:
 - Which audiences need to be targeted?
 - What do you want to accomplish with each target audience?
 - Who else is working on this issue and how?
 - How might possible shifts in the context—political, economic, or social—affect how your strategy is positioned?
- Build public and policymaker awareness of policy issues.

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- Strategically build a network to engage those likely to have an impact on policies affecting its constituency. This includes building alliances and collaborative endeavors by reaching out to a broad range of groups and sectors.
- Successfully convenes and mobilizes its network and other interested individuals and organizations to share information, binds multiple organizations with a single voice, and respond to unexpected events bringing attention to its core public policy issues.
- Periodically asks its network to take specific action in support of its issue priorities and advocacy objectives
- Regularly provides formal activities to educate and build the advocacy capacity of its network, using approaches such as skills training and/or leadership development, and provides training based on needs articulated by its network.
- Take into the account the following questions:
 - What systems-level constraints exist today that make it difficult for working families to get ahead in your community?
 - What recent policy factors have exacerbated inequality and contributed to these constraints?
 - Could the issue be addressed through legislative, regulatory or budgetary policy?
 - Who are the legislative champions and adversaries of these issues?
 - What policies or programs, if enacted, would begin to address the issues described above?
 - Are there examples of these policies and programs in other communities or states?
 - As a nonprofit, how could policies be informed by your core programming outcomes (data) to address the solutions in a targeted, meaningful way?
 - Considering the political landscape in your community and state, what would an advocacy win look like over the next year?

Successful Capacity Building proposals:

- Provide clear and specific examples of how a capacity building grant will positively impact the quality of life for persons and communities served.
- Demonstrate strong, capable executive/program leadership:
 - There is a commitment to self-reflection and capacity to make mid-course corrections in response to changing conditions, evaluation results, and feedback from colleagues and intended beneficiaries of the work.
- The consultant vetting and selection process was thoughtfully presented and the budget costs are reasonable
- Demonstrate organizational readiness:
 - Leadership is open to growth, willing to undertake an organizational assessment, has identified overall goals, activities and measurable outcomes planned for the grant period usually through its own strategic plans.
- Demonstrate sound fiscal management:
 - Shows positive cash flow, fiscal reserves, and diversified funding sources.
 - There is evidence of financial commitments from other public or private partners.

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- Financial plans demonstrate realistic expectations for implementing proposed outcomes.
- Speak to the organization and leadership's openness and experience working with consultants.