



Concept Paper Template

Once you have identified a potential funder and funding opportunity, work with your staff and partners to develop a brief concept paper. Below is a suggested outline for a two to three page concept paper to assist you to facilitate discussion with partners and strengthen your proposed concept as you begin building your grant proposal.

If you are requesting MoCAP assistance, please submit your concept paper to mocap@mffh.org and a MoCAP staff member will follow up with you within two business days.

Applicant

Provide basic information on the submitting organization including: full name of applicant organization and acronym, official address, and contact person (including telephone and email address), along with a brief description of the organization's purpose and scope of work.

Targeted Funder and Opportunity

Identify the agency (federal or national) and the funding opportunity, including: web URL of the funding opportunity announcement, title of the opportunity, number of awards, and due date.

Funding and Duration

Estimate the dollar amount of the proposal and award period.

Eligibility

Describe the submitting organization's eligibility to apply. Include a description of the submitting organization's eligibility in terms of how its proposal would align with the funding opportunity's goals/purposes (based on the eligibility requirements outlined in the funding opportunity announcement).

Working Title of Proposal

Issue/ Health Need

Describe the health and/or prevention need/issue/problem that the proposed initiative will address, along with key anticipated impact/results. Discuss how the project would advance efforts and/or knowledge beyond what is available currently.

Project Activities

Describe briefly who, what, where, when, with whom, and how of the proposed project. Include the target audience (population and location), the project's primary goal(s), and the main activities. Provide information of any evidence on which the initiative is based and, if applicable, any innovation that is being proposed. Describe the partners involved in the proposed project, identifying both current and potential partners.

Fit

Describe how the proposed initiative fits within the priorities/goals/purposes of the funding opportunity, as explained in the funding announcement. Consider the funding organization (including work they've funded in the past) and proposed partners.

Partnerships

Identify any partnerships/collaborations that will be utilized for the project. Describe each party/organization's role. If applicable, describe how the partnerships will continue after the grant period to ensure the success of the proposed initiative.

Evaluation and Sustainability

Detail your intended evaluation plan, including what and how data will be collected and how activities will be monitored and evaluated. Describe how the project will prepare for long-lasting impacts and financial sustainability after the grant period.

Qualifications

Briefly describe any prior experience your organization has in managing both federal grants as well as other types of grants. Describe experience related to project management, specifically those in which health issue(s) were addressed. If experience is limited, describe what training and/or resources your organization plans to utilize to ensure successful grant management.

This document is provided as a tool from the MFH's MoCAP Program. For additional information, please visit mffh.org/MoCAP.