



## 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-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](mailto:mocap@mffh.org) and a MoCAP staff member will follow up with you.

For the concept paper, we are interested in your readiness, project plan/content, and your alignment with the RFA guidelines and requirements. There are no guidelines for style or format aside from what works best for you and your team.

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

## Issue/Health Need

Describe the health and/or prevention need/issue/problem that the proposed project 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. Briefly describe the partners involved in the proposed project, including their role and how partnerships may continue after the grant period.

## 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 requirements for evaluation and sustainability, cost-sharing, and other project requirements.

## Qualifications

Briefly describe any prior experience your organization has in managing federal and other types of grants. Describe your capacity related to project management/implementation. If experience or capacity 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](http://mffh.org/MoCAP).*