

## **LFP Graduating Grants 2011**

### **Instructions for One-page Project Summary**

#### **Due Tuesday, August 16, 2011**

#### ***What is a "one-pager"?***

A single page that explains at a glance:

- Who you are
- Whom you serve
- What you do
- How well you do it
- Why it is important

#### ***Why are we doing this?***

To give you one more tool to raise funds and other types of support.

- Creating a one-pager this summer will give you a template for future versions.
- A one-pager shows a policymaker, donor or potential coalition partner what a terrific project you have.
- You will not have time to share these facts when you make your graduate presentation.
- LFP will post this page on our website and in the future, may forward it to a reporter.

#### **Style Guidelines:**

- You may design **one 8.5" by 11" page** in any style you choose, but keep in mind:
  - It will be read at a glance.
  - White space is good.
  - Bulleted lists help to present information succinctly.
- Please create the page as a Word document, **exactly as you want it to look**. The LFP office will make color copies and distribute them at the Annual Meeting.
- Please **e-mail the Word document** as an attachment to Debbi Dunn Solomon at [dsolomon@localfundingpartnerships.org](mailto:dsolomon@localfundingpartnerships.org). Sorry, *no pdfs please*.

#### **Facts that must be included** (in any order):

- Name of project
- Total dollars awarded by RWJF (your LFP grant)
- Over how many years
- Name of grantee organization (that gets the check)
- List **all your LFP local funding partners**
- **Your collaborating partners** from both inside and outside of health care.
- **Contact information** such as a website, e-mail or snail mail
- And **date it** August 2011 or Last Updated August 2011

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***Don't forget to BRAG, BRAG, BRAG about your successes!***

**In addition to the basic facts, please share the following:**

**What was your project objective?**

- What is the challenge or need that your project addresses?
- What is your model, your approach? What are you doing to meet the challenge?
- Often this is your “elevator message”

**What was innovative about your project?**

- What makes it stand out?

**What were your accomplishments?**

- *What* you did; for example setting up a youth counseling program, etc.
- Measurable *outcomes*; i.e. numbers of people served, etc.
- Any awards, recognition, requests to replicate your model

**What are your future plans?**

- Where does the project go from here *programmatically*?
- What are your plans for *financial sustainability*?

**You may also wish to describe:**

- Any major challenges or impediments you had to overcome
- How those obstacles or other experiences influenced the project

**Our LFP branding statement:**

~~Robert Wood Johnson Foundation Local Funding Partnerships joins the resources of a national foundation with local grantmakers and nonprofit organizations, so better health can take root in our communities. Together we support ambitious new community solutions that meet people where health starts—where they live, learn, work and play.~~

**UPDATED:**

Robert Wood Johnson Foundation Local Funding Partnerships joins the resources of a national foundation with local grantmakers to support ambitious new community initiatives that meet people where health starts—where they live, learn, work and play.

**Extra tips:**

- Assume you are writing for someone who knows nothing about your issue.
- Avoid acronyms and jargon.
- Only use statistics that are easy to understand. (That you would use in conversation.)
- Use concrete, telling details that illustrate how you do what you do.
- **See examples:** on the LFP website Annual Meeting section (Info for Graduating Projects)

**Please note:**

Your page will be distributed to 125 colleagues & funders. It will be posted on the LFP website and may in the future be given to reporters or RWJF staff.

Any questions or suggestions?

Please don't hesitate to contact Debbi Dunn Solomon, LFP director of media & public information, at (609) 275-4128 or dsolomon@localfundingpartnerships.org.

***Don't forget to BRAG, BRAG, BRAG about your successes!***