



GRANT APPLICATION GUIDELINES

MillerCoors and The Responsible Retailing Forum desire to provide applicants with a straight-forward, uncomplicated application process. The guidelines below will provide assistance in writing a winning *Great Plays* proposal.

Proposal Summary: The proposal summary pages are required and should be included as the cover to the proposal.

Organization: Discuss the purpose of the organization and its capability to prevent or intervene in the alcohol abuse behaviors of college students. Please include a description of the organization's goals.

Current Programs: Provide a brief description of the organization's current programs to prevent or intervene in alcohol abuse by college students.

Program Description and Plan: Provide a description of the program or project, including a narrative of the expected desired outcomes and desired changes that can be measured. Include the issue and/or opportunity addressed, goals and objectives, activities, and timeline. Explain why the organization is approaching the issue and/or opportunity in this way.

Evaluation: Applications should be able to demonstrate how evaluation was thought about during the planning process, and how evaluation was tied to selecting an evidence based strategy.

Great Plays' experts have identified effective evaluation instruments for your program. It is recommended to select from these established instruments for the evaluation component.

Collaboration: Describe the program or project's most significant interactions with other programs, projects, organizations and efforts.

Budget: Provide a detailed line item budget. Allocate a portion of the budget for the implementation of the evaluation component.

Progress Report: All programs receiving funds must provide an annual progress report each year to be eligible for subsequent years of funding. Continuation-funding applications will be available on-line.

Evaluation of Proposals: Sufficient design and implementation of an evaluation component will be the most important evaluation criteria. Great importance will also be given to a school's plan for continuing the program beyond the funding cycle, and possible expansion of the program. Finally, proposals will be evaluated well if the program or service is innovative and uses strategies based in research.