



**MISSISSIPPI  
COALITION  
OF PARTNERS  
IN PREVENTION**



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## **MCPPE GOALS AND OBJECTIVES**

- 1) To reduce high-risk, negative health behaviors on Mississippi campuses by 3% by the end of 2015 through the implementation of drug/underage drinking and suicide media campaigns
- 2) To communicate with coalition members on a quarterly basis for ideas and updates on media campaigns for the underage drinking/drug use and suicide prevention initiatives
- 3) To consistently and effectively utilize evidence-based strategies on individual Mississippi campuses to reduce high-risk behavior and report results to the MCPPE members on a monthly basis
- 4) To ensure a representative from each MCPPE campus attends the QPR training by the end of 2015

## **OUR MISSION**

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MCPPE proactively addresses the prevention of high-risk, negative health behaviors on Mississippi campuses by providing high-quality consultation and training, research support and policy development to our member institutions. We actively seek partnerships with state and community agencies in order to provide campuses with a variety of resources to support their prevention efforts.

## **OUR VISION**

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MCPPE will be recognized as a state-wide resource for encouraging healthy behaviors among Mississippi college and university students. Our members will consistently utilize evidence-based strategies on their individual campuses to reduce high-risk behavior.

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# STRATEGIC PLAN FOR MISSISSIPPI COALITION OF PARTNERS IN PREVENTION — FIRST EDITION CURRENT AS OF SPRING 2015

## EXECUTIVE SUMMARY

The strategic plan for MCPP consists of the following goals and action steps:

GOALS AND OBJECTIVES	ACTION STEPS
<ul style="list-style-type: none"> <li>To reduce high-risk, negative health behaviors on Mississippi campuses by 3% by the end of 2015 through the implementation of drug/underage drinking and suicide media campaigns</li> </ul>	<ul style="list-style-type: none"> <li>Utilize proper resources (i.e. health educators, peer educators, handouts, campus outreach teams, social media/marketing, etc.) and funding in developing and implementing drug/underage drinking and suicide media campaigns</li> </ul>
<ul style="list-style-type: none"> <li>To ensure a representative from each MCPP campus attends the QPR training by the end of 2015</li> </ul>	<ul style="list-style-type: none"> <li>All MCPP members should attend the QPR trainings when they are offered on their campus or nearby.</li> </ul>
<ul style="list-style-type: none"> <li>To communicate with coalition members on a quarterly basis for ideas and updates on media campaigns for the underage drinking/drug use and suicide prevention initiatives</li> <li>To consistently and effectively utilize evidence-based strategies on individual Mississippi campuses to reduce high-risk behavior and report results to the MCPP members on a monthly basis</li> </ul>	<ul style="list-style-type: none"> <li>All MCPP members should participate in monthly conference calls and report campus updates regarding drug/underage drinking and suicide media campaigns.</li> </ul>

STRENGTHS	WEAKNESSES
We are a state-wide coalition composed of both universities and community colleges utilizing strong initiatives in health promotion and education efforts.	<p>Turnover of positions and consistency of members in each school</p> <p>Our members are busy professionals, and MCPP work cannot always be a top priority.</p>
OPPORTUNITIES	THREATS
To expand our scope of work beyond AOD prevention into all health promotion areas; the opportunity to become more formalized as a group and pursue funding avenues to enrich prevention areas at each university/community college	Some community members may have their own goals/initiatives that do not match those of MCPP (bars, restaurants, etc.).

## GUIDE ON HOW TO ASK FOR FUNDING TO SUPPORT INDIVIDUAL SCHOOL INITIATIVES — FIRST EDITION

In asking for funding to support individual school initiatives, the first requirement is to gather background information in three areas: **concept, program and expenses**. This makes the proposal writing a much simpler task.

### CONCEPT

It is important to have a good sense of how the project fits with the philosophy and mission of the organization. The need that the proposal is addressing must also be documented and well-articulated.

### PROGRAM INFORMATION CHECKLIST

- The nature of the project and how it will be conducted
- The timetable for the project
- The anticipated outcomes and how best to evaluate the results
- Staffing and volunteer needs, including deployment of existing staff and new hires

### EXPENSES

- Not all expenses associated with the project will be apparent until the program details and timing have been worked out.
- The main financial gathering takes place after the narrative part of the master proposal has been written.
- It is important to create some broad outlines of the budget to be sure that the costs are in reasonable proportion to the anticipated outcomes. If it seems that the costs will be prohibitive, scale back plans or adjust them to remove the least cost-effective expenditures.

### COMPONENTS OF A PROPOSAL

- **Executive Summary** - umbrella statement of needs and summary of the entire proposal (one page)
- **Statement of Need** - why this project is necessary (two pages)
- **Project Description** - nuts and bolts of how the project will be implemented and evaluated (three pages)
- **Budget** - financial description of the project plus explanatory notes (one page)
- **Organization Information** - history and governing structure of the nonprofit; its primary activities, audiences and services (one page)
- **Conclusion** - summary of the proposal's main points (two paragraphs)

### THE EXECUTIVE SUMMARY SHOULD INCLUDE THE FOLLOWING:

- **Problem** - a brief statement of the problem or need your agency has recognized and is prepared to address (one or two paragraphs)
- **Solution** - a short description of the project, including what will take place and how many people will benefit from the program, how and where it will take place, for how long, and who will staff it (one or two paragraphs)
- **Funding Requirements** - an explanation of the amount of grant money required for the project and what your plans are for funding it in the future (one paragraph)
- **Organization and Its Expertise** - a brief statement of the history, purpose and activities of your agency, emphasizing its capacity to carry out the proposal (one paragraph)



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## THE STATEMENT OF NEED

- **Decide which facts or statistics best support the project.**
- **Give the reader hope.** The idea presented to the funder should show them that there is great potential for success through the proposed solution to the issue.
- **Decide whether to put the project forward as a model.** If so, document how the problem occurs on other campuses/communities.
- **Determine whether it is reasonable to portray the need as acute.** Ask the funder to pay more attention to your proposal because either the problem addressed is worse than others, or the solution proposed makes more sense than others.
- **Decide whether the proposed program addresses the need differently or better than projects that preceded it.** (However, do not be critical of the competition—show willingness to collaborate with them).
- **Avoid circular reasoning.** (Be detailed in the description of why the need exists and persuasive about why it should be met on the campus—what will it do for the community? Who will it help? What are the problems that could be eliminated if this need is met?)

## THE PROJECT DESCRIPTION SHOULD INCLUDE THE FOLLOWING:

- **Objectives** - The four types include behavioral, performance, process and product.
- **Methods** - How, when and why
- **Staffing/Administration** - This can be volunteers, consultants or paid staff.
- **Evaluation** - Should be built into the project and include quantitative and qualitative data
- **Sustainability** - Demonstrate the ways the long-term financial viability of the project is to be funded and the organization itself.

## THE BUDGET

The budget can be a simple, one-page statement of projected revenue and expenses, or it can be more complex, including a page on projected support and notes explaining various items of revenue.

EXPENSE BUDGET	BUDGET NARRATIVE
<ul style="list-style-type: none"><li>• Go back through the proposal narrative and make a list of all personnel and non-personnel items related to the operation of the project.</li><li>• New costs that will be incurred if the project is funded should be listed, as well as any ongoing expenses that will be allocated to the project. Relevant costs should also be included.</li><li>• Put the costs you have identified next to each item on your list.</li><li>• The list of budget items and calculations to arrive at a dollar figure for each item should be summarized on worksheets.</li></ul>	<ul style="list-style-type: none"><li>• A narrative portion of the budget is used to explain any unusual line items in the budget and is not always needed. If costs are straightforward and the numbers tell the story clearly, explanations are unnecessary.</li><li>• If needed, either add “notes to the budget” with footnote-style numbers on line items in the budget keyed to numbered explanations, or if it is more extensive, structure it as straight text.</li></ul>

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## ORGANIZATIONAL INFORMATION AND CONCLUSION

ORGANIZATIONAL INFORMATION	CONCLUSION
<ul style="list-style-type: none"><li>• A résumé of your organization should come at the end of the proposal. It is best to sell the need for the project and then the organization's ability to carry it.</li><li>• Do not overwhelm the reader with facts about the organization. This can be conveyed through attaching a brochure or other prepared statement. In two pages or less, tell the reader when your organization came into existence, its mission, and be certain to show how the subject of the proposal fits within or extends that mission. Also describe the organization's structure, programs, leadership and special expertise.</li><li>• Discuss the size of the board, how members are recruited, and their level of participation.</li><li>• Describe the kind of activities in which staff engages. Explain briefly the assistance provided.</li><li>• Describe the audience served, any special or unusual needs they face, and why they rely on your organization. Include the number of people who are reached through programs.</li></ul>	<ul style="list-style-type: none"><li>• Every proposal should have a concluding paragraph or two. This is a good place to call attention to the future, after the grant is completed. If appropriate, outline some of the follow-up activities that might be undertaken to prepare the funder for an additional request or state how the project may carry on without further grant support.</li><li>• This is the section to make the final appeal for your project. Briefly reiterate what your organization wants to do and why it is important. Highlight why funding is necessary to accomplish stated goals, and do not be afraid to use a bit of emotion to solidify the case.</li></ul>



