

[www.rwjf.org/cfp/power\\_cbb](http://www.rwjf.org/cfp/power_cbb)

# **Community Power: Increasing Understanding of Base-Building Methods**

## Applicant Webinar

September 9, 2019



# Webinar Nuts & Bolts Overview

- **Q&A at the end of short presentation. To submit a question:**
  - Type your question using chat function
- **Webinar is being recorded** and a link will be available in the Resources section of my.rwjf.org or at [http://www.rwjf.org/cfp/power\\_cbb](http://www.rwjf.org/cfp/power_cbb)



# Project Team

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*Lead Local: Community-Driven Change and  
the Power of Collective Action*

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# Webinar Overview

- About RWJF Healthy Communities and the Lead Local collaborative
- Briefly highlight historical context
- Highlight key CFP elements and dates
- Questions & Answers



# **RWJF Healthy Communities, the Lead Local Collaborative, and Historical Context**

# RWJF Healthy Communities

- Healthy Communities is aimed at **creating the conditions in communities** that allow all residents to achieve their best possible health and well-being. *We are committed to seeing these improvements benefit the lives of all residents, but most especially low-income residents and residents of color.*
- RWJF recognizes people and organizations must develop and use skills to influence conditions in their communities and increase demand for better health.
- A central tenet of our Culture of Health vision is **health equity**—which we define, in part, as *removing obstacles to health, including powerlessness*. This includes understanding the efforts and influence of grassroots-led organizations.



# History of Support Related to Community Power Building

## **2004: Tobacco Policy Change**

- work with low-income and Native American communities and with communities of color to build coalition campaigns for tobacco control policies.

## **2008: the Praxis Project/Communities Creating Healthy Environments**

- apply the principles and practices of community organizing and social justice to reversing childhood obesity in communities of color.

## **2011: Funders' Collaborative on Youth Organizing**

- increase resources to the field of youth organizing and promote the leadership of low-income young people and young people of color in social justice organizing.

## **Recently:**

### **National civic and faith organizations (NAACP, UnidosUS, Faith in Action, YMCA)**

- continue our focus on capacity building

### **Voices for Healthy Kids initiative**

- making it easier for all children to eat healthy foods and be active

### **Forward Promise**

- strengthening communities that raise and empower boys and young men of color.



# Lead Local

## ***Lead Local: Community-Driven Change and the Power of Collective Action***

- Collaborative that brings together local grassroots community power-building efforts, researchers, and leaders in the fields of community organizing, advocacy, public health, and science.
- Seeking to learn how grassroots community power-building efforts are advancing change in neighborhood conditions that improve health, equity, and well-being.
- Collectively working to answer the question:

***How does community power catalyze, create, and sustain conditions for healthy communities?***





# About this Call for Proposals

# CFP Purpose

This call for proposals (CFP) will support research projects to build an **understanding of the range of methods applied in innovative and effective community base-building** that result in changes to community-level social, economic, and physical conditions that we know influence health and equity.



# What is Base-building

**For the purposes of this Call for Proposals:**

- Strategies and activities used by residents, workers, consumers, and other constituencies to **build collective strength and power** to address a variety of inequitable conditions in communities.
- Goal is to build power specifically in **historically excluded or underrepresented populations**.



# Common Base-building Categories

Research projects should document and analyze base-building methodologies (and activities) in each of these common categories:

- **Processes:** methods used to identify and recruit constituencies, and methods used to design leadership development programs
- **Infrastructure:** building systems and structures that support base-building processes
- **Relationships:** depth, breadth, and activation

*NOT methods related to policy advocacy, coalition-building, communications or organizational development*

Base-Building Categories

Category of Base-Building Methodology	Base-Building Activities
Processes (methods used to identify and recruit constituencies, and methods used to design leadership development programs)	<ul style="list-style-type: none"> <li>identifying vision or structural change goals;</li> <li>identifying the target constituency or neighborhood;</li> <li>determining outreach methods (online/social media; door-to-door; one-on-one meetings; canvass; intake model, etc.);</li> <li>determining data collection methods (online, pledge form, memberships, etc.);</li> <li>planning recruitment activities (informational meetings, special gathering, one-on-one meetings, etc.);</li> <li>designing leadership development programs and activities.</li> </ul>
Infrastructure (building systems and structures that support base-building processes)	<ul style="list-style-type: none"> <li>committee building;</li> <li>developing tracking systems for members and leaders;</li> <li>developing messages;</li> <li>developing accountability structures and systems;</li> <li>creating leadership development trainings and curricula;</li> <li>creating the system(s) of evaluation.</li> </ul>
Relationships (depth, breadth, and activation)	<ul style="list-style-type: none"> <li>tracking indicators such as number and characteristics of people contacted who become involved with organization;</li> <li>determining indicators pointing to the nature of conversations and nature of interactions resulting in relationship and community-building;</li> <li>developing metrics, such as the conversion rate between people expressing an interest in joining an organization versus those who become part of that organization;</li> <li>tracking the number of people who get involved and get activated, those who engage in an action or a meeting;</li> <li>tracking number of people who become increasingly more involved and take ownership of activities and events in an organization;</li> <li>creating methods and measures of changing social cohesion and social capital;</li> <li>determining shifts in social networks (determining if and how new relationships are vertical and/or horizontal)</li> </ul>



# Types of Projects We Seek

- Collaborations between **grassroots-led organizations and researchers**
- Research projects designed to **retrospectively examine various methods** resulting in innovative and effective community base-building
- Projects that document and analyze the **base-building methodologies and activities**



# What is a “grassroots-led organization”?

For the purposes of this Call for Proposals:

- Grassroots-led organizations are those whose constituencies and leadership are **affected by health, social, and economic inequities**.
- These are organizations **led by residents, workers, and other constituencies** who come together, **develop a collective vision** for their communities, and **create and execute strategies and tactics** to advocate for that vision.



# Timeline

<b>Proposal Submission Deadline</b>	<b>September 24, 2019 at 3:00 p.m. ET</b>
<b>Review Period</b>	<b>Late September - Mid October</b>
<b>Finalists notified of funding recommendation</b>	<b>Late October 2019</b>
<b>Grant Award Start Date</b>	<b>December 15, 2019</b>

# MyRWJF

MyRWJF Proposal

MyRWJF Activity | MyRWJF | Becky ▾

2019 Call for Proposals

Last auto-saved at 09:25 AM ET on Aug 20, 2019

## Community Power: Increasing Understanding of Base-Building Methods

ID: 86794

 Print Proposal

 Home

 Resources

### Resources

#### Community Power: Increasing Understanding of Base-Building Methods

##### Applicant Guide

##### Welcome

##### Key Dates and Deadlines

##### Inviting Contributors

##### Edit My Application

##### Print My Application

##### Upload Documents

##### Submit My Application

##### RWJF Policies

##### Applicant Webinar

##### Call for Proposals

##### Backgrounder on the Lead Local Initiative

##### Philanthropy Scan: How Fundors View and Apply Power to their Work

##### Budget Preparation Guidelines

##### Avoid 8 Common Ways to Miss Your Deadline

##### FAQs

##### Troubleshooting Tips

##### Contact Us

### Welcome

This guide will provide needed information to assist you as you work on and submit your application. Note that the words "application" and "proposal" are used interchangeably.

Please refer to the links to the left for detailed information:

- Key Dates and Deadlines
- Inviting Contributors
- Edit My Application
- Print My Application
- Upload Documents
- Submit My Application
- RWJF Policies

As you work on your application, you may work on any section in any order. You may save a partially completed section at any time. The system will auto-save your data every 30 seconds. However, be mindful of the Save options at the bottom of each section. Note that the system will timeout after two hours of inactivity.

When you are finished working on a section use the "Save, section finished" button to indicate that section has been finished. When all sections are finished, the "Submit" button will be available for you to submit your application.

#### Notice:

The program will host an optional applicant webinar on September 9, 2019 from 1:00-2:00 p.m. ET. [See More](#)

#### Instruction:

Welcome to the RWJF online grant application system for the Community Power: Increasing [See More](#)

Deadline: Sep 24, 2019 03:00 PM ET  
28 days remaining

[Submit](#)

Status	Section	Description
✓	<a href="#">Eligibility Criteria</a>	Review the eligibility criteria and indicate whether the applicant organization meets these conditions.
✓	<a href="#">Applicant Organization and Tax Verification</a>	Provide information specific to the applicant organization.
✓	<a href="#">Key Contacts</a>	Provide contact information for key project members.
✓	<a href="#">Project Summary</a>	Provide project summary information.
✓	<a href="#">Proposal Narrative</a>	Provide a proposal narrative for your project.
✓	<a href="#">Budget Worksheet</a>	Provide a budget for the proposed project.
✓	<a href="#">Budget Narrative</a>	Provide a detailed budget narrative to support the budget worksheet.
✓	<a href="#">Supporting Documents</a>	Provide supporting documents for your proposal.
✓	<a href="#">Financial Due Diligence</a>	Answer questions on the financial status of the applicant organization. If required, provide audited financials and organizational staffing information.
✓	<a href="#">Polls and Surveys</a>	Let us know if any polls or surveys will be conducted during the proposed project.
✓	<a href="#">Open Access</a>	Provide information on publishing in peer-review journals.

Proposal status: In Progress

Last updated on 08/20/2019 by Carole J. Salinger

Please note: In some cases, we may request additional information and/or materials to complete our review.



# Questions

- **Submit questions via the webinar chat box**
- **Questions submitted during this webinar will be included in program-specific FAQs, which will be found in the Resources section of [my.rwjf.org](http://my.rwjf.org)**
- **Email [LeadLocalCFP@rwjf.org](mailto:LeadLocalCFP@rwjf.org) with questions at any time**



# Thank you!

We look forward to reading your proposals.

  
Robert Wood Johnson  
Foundation

***The following slides were not used during the webinar presentation but may be useful to review.***

# Who's Eligible to Apply?

- Applicant organization must be a grassroots-led organization; no requirements on where researcher hails
- U.S.-based organizations
- Organizations within and outside the public health sector
- Organizations only, not individuals

## Preference to:

- Applicants that represent or have authentic relationships and/or collaborations with low-income communities and communities of color hardest hit by health inequities.
- Public entities or nonprofit organizations



# Selection Criteria

## **Competitive proposals will address proposal elements:**

Selected focus for the research project

The base that is the focus of the project

The research design and plan of work

Collaboration between grassroots-led organization(s) and researcher(s)

Potential challenges and risks associated with the proposed research project

How the project will fill gaps and advance understanding



# Selection Criteria (continued)

## Competitive proposals also will:

Align with CFP purpose and focus

Include a high quality and feasible research design

Come from applicant teams with:

- a focus in base-building work
- a history of strong collaboration between the grassroots-led organization(s) and researcher(s)
- expertise in base-building and related fields among the key personnel

Have an appropriate budget and management structure for the project



# Funding Level and Duration

- RWJF will award grants with project funding ranging between \$200,000 - \$250,000
- A total of \$1,000,000 is available for this CFP
- Projects ideally will be 18 months in duration with the potential to extend to 24 months if needed.



# Lead Local Collaboration

Funded organizations will be required to:

- Engage with other Lead Local grantees and researchers in collectively learning
- Engage with Lead Local researchers as project advisers
- Participate in Lead Local convenings during their grant period\*
- Contribute to the collective learning and associated communication products

\*CFP proposals and budgets must include travel expenses for up to three project staff to attend three Lead Local convenings





# **Application Process**

# Your Application

- Applications must be submitted through the MyRWJF system at [my.rwjf.org](http://my.rwjf.org) system (also referred to as Application & Review, or A&R, system).
- Familiarize yourself with the detailed instructions and formatting requirements displayed in the online application system before beginning your application.
- You can preview a sample application on the funding opportunity page “Key Materials” section.
- **Save frequently!**



## Application Deadline

September 24, 2019, 3:00 p.m. ET

[APPLY ONLINE](#)

## Key Materials

[Preview a sample application before submitting →](#)

[Funding Opportunity Brochure \(PDF\) →](#)

[Frequently Asked Questions →](#)

[Philanthropy Scan →](#)

## Key Contacts

Email: [LeadLocalCFP@rwjf.org](mailto:LeadLocalCFP@rwjf.org)

# Application Sections

## Project Summary

- Short summary of your proposed project

## Proposal Narrative

- Maximum 10 pages, single-spaced
- 12-point Arial font, one-inch margins

## Budget Narrative

- No page limit
- Refer to Budget Preparation Guidelines, as needed

## Budget Worksheet

- Change duration length to length of proposed project



# Supporting Documents

## **CV/Resume Instructions** *(required)*

- max five, four-page documents

## **Letters of Partnerships** *(required)*

- max five, two-page documents

## **Workplan/Timeline** *(required)*

- max five pages

## **Additional Supporting Information**

- max ten pages; can list references here

