

Community Investment Scheme

Workshop 2: How to write a great application

Date: 11 November 2020

Housekeeping & introductions

- Please keep yourselves on **mute**. This helps us avoid background noise.
- Please submit any questions through the **chat feature**. Any we don't cover will be answered in the wrap email.
- This slide deck, along with any resources, will be emailed out after the event.



Agenda

- Application process
- How to approach the application writing process
- Section by section
 - Previous experience
 - Why your organisation is best placed to deliver this work
 - Target audience & why
 - Planning & timescales
 - SMART objectives
- Evaluation
- Parallel planning – COVID19
- Support with your applications
- Top tips

Aims of the session

By the end of this session you will

- Know more about how applications are scored
- Know how to approach the application writing process
- Be confident in what NHS Blood and Transplant is asking for in key sections of the application forms
- Have experience of writing a SMART objective
- Know what is expected from grantees in terms of evaluation
- Know about the support available to applicants via judges/advisors
- Have had the opportunity to ask questions around the application process

Application process – CIS projects

- Different application form depending on amount of money in the bid
- Different criteria depending on where the project will take place
- For £10,001-£20,000 – orgs need experience of working with a governmental department or public body
- Looking for clear applications that enable the judging panel to assess against the criteria

Wales	Criteria	Weighting
1	How the activity will make a positive impact	350
2	Understanding of the audience, local community and issues	150
3	Ability and experience of previous community activation work for organ donation or something similar	150
4	Ability to evaluate the impact of their investment	150
5	Whether the project delivers value for money.	200

England	Criteria	Weighting
1	How the activity will make a positive impact	175
1a	How the activity will raise awareness of the law change in England. (Organ donation only)	175
2	Understanding of the audience, local community and issues	150
3	Ability and experience of previous community activation work for organ donation or something similar	150
4	Ability to evaluate the impact of their investment	150
5	Whether the project delivers value for money.	200

- Need to score at least 3 out of 4 on criteria 1 and 5 and at least 2 on the other 3 criteria
- Minimum score to be fundable is 637.5 out of 1000 points

Application process – Community Engagement Leads

- Different application form – set grant of £20K
- Different criteria from CIS project work
- Orgs need experience of working with a governmental department or public body
- Looking for clear applications that enable the judging panel to assess against the criteria

England	Criteria	Weighting
1	Experience and networks within selected geographical location	250
2	Understanding of the audience, local community and issues	250
3	Ability and experience of previous community activity work within health inequalities.	250
4	Experience of motivating other community organisations to share a new vision and direction.	250

- Applications must score 3 or 4 on the above two criteria (therefore scoring at least 375 out of a possible 500 points for the sifting stage) in order to be assessed by the judging panel
- Minimum score to be fundable is 750 out of 1000 points

Application process - How will applications be assessed

The Community Investment Scheme has a diverse judging panel made up of 10 – 15 members of the blood and organ donation community. They are required to declare any conflicts of interest as part of the judging process, and do not score applications where they have a conflict.

Applications for up to £2499

- Assessed by colleagues from the NHS Blood and Transplant marketing teams.
- Decisions ratified by the judging panel

Applications for £2500+

- Applications sifted based on Criteria 1 and 5 (1&2 for community engagement leads)
- Applications that meet the score for judging are then judged in full by the panel

How to approach the application writing process

Essential reading (all available on <https://www.nhsbt.nhs.uk/cis/>)

- Key information about the scheme to see what funding your organisation can apply for
- Depending on your focus, read through the following pages
 - Information for projects focusing on organ donation
 - Information for projects focusing on blood donation
 - Information about the Community Engagement Leads initiative
- How to write a great application
- Criteria relevant to your area and work
 - Criteria for projects in England, and England and Wales
 - Criteria for projects in Wales
 - Criteria for the Community Engagement Leads initiative
- We would also recommend that you read our Community Investment Scheme progress evaluation report that was published in June 2020. The report detailed what was achieved by the projects funded through the first round of the scheme.

How to approach the application writing process

- Apply with the judges' perspective in mind
 - They may not have heard of your organisation
 - They may not be familiar with your area and any challenges
 - Avoid acronyms or spell in full the first time you use it
 - Once you've completed your application, check it against the criteria you will be graded against.
- Do some background research on your audience. What are their motivations and barriers? What concerns them about donating blood or organs?
- If you need stats to support your application, take a look at these documents
 - Organ Donation and Transplantation data for Black, Asian and Minority Ethnic (BAME) communities
 - Agroni research 2019

Step by step

Walking you through the application

Step by step – previous experience in raising awareness of health inequalities

We are looking for

- Experience of building trust
- Experience of challenging misinformation
- Experience of changing behaviour
- Evidence of your impact – did you achieve a positive outcome?
- Any experience you have of working with health/social organisations to deliver a message e.g. local hospital or health centre

Best practice example from a successful applicant

One organisation looking to deliver organ donation awareness activity in barbershops discussed their previous experience of leading community projects to tackle other health inequalities.

They provided evidence of the impact of this work using figures around reach, and the number of events delivered.

Tips

- Use numbers where you have them to show impact
- If your project is using a novel approach (e.g. dance, theatre), show that you are experienced in delivering messages in that way

Step by step – best placed

This is a new section for this round of funding. We are looking for applications from organisations with established, proven and reputable links to their target audience. Tell us what makes you the most appropriate organisation in your area to deliver this project.

You could discuss:

- Your in-house expertise e.g. staff with existing relationships in the community
- Footfall in your community centre/place of worship/charity HQ
- Representation of people from your target community on your staff team or board
- The size and demographic of your mailing list (either email or direct mail)
- Your links to key community figures or leaders
- Your digital reach and engagement e.g. online following on social media platforms
- Your understanding of your target community's attitude to donation

Best practice example from a successful applicant

One organisation looking to engage young people talked about the connections they have already built with schools, colleges and universities in their target geographical area.

Step by step– target audience

Use this space to talk about the people your project will engage, and why activity around blood or organ donation is needed in this community.

Blood donation

- For more guidance read our [information for projects focusing on blood donation](#) and the barriers and motivations you'll need to be aware of.

Organ donation

- For more information read our [information for projects focusing on organ donation](#) and see if your audience fits into one of the key groups where clinical need is high, or opt outs are prevalent.
- See what motivates or prevents people from diverse communities from donating their own, or their loved ones' organs [Agroni survey results \(Powerpoint 2.6MB\)](#)
- Is religion a barrier for your target group? If so, how can you use your activity to provide reassurance and encourage participation?
- If you are looking to deliver an organ donation project in a community that isn't identified as a key group, tell us why you believe intervention is needed in your community. Can you provide figures from a survey (either a public survey, or one you've conducted with your community), or other insight that shows the need in your community?

Best practice example from a successful applicant

- One organisation delivering a project in a college discussed the ethnic diversity of their student population. It drew attention to the age of their students, and the number of students who would be reached by the project. It also acknowledged the role that young people play as changemakers in the community.

Step by step- Planning and timescales

We are looking for

- An understanding of how long each element of the project will take
- Clarity on when each phase of the project will happen
- Dates (or approximate dates) for any events
- An understanding of the groundwork that needs doing e.g. recruiting staff, training champions

Tips

- Break down your activity month by month or into phases e.g. awareness,
- Does your project timescale cover any key dates? Could you use these dates as a platform to launch activity or public campaigns?

BLACK AND ASIAN KEY CALENDAR MOMENTS	DATE 2021
WORLD KIDNEY DAY	2 ND MARCH
GOOD FRIDAY	2 ND APRIL
EASTER MONDAY	5 TH APRIL
RAMADAN	11 TH APRIL – 11 TH MAY
EID AL-FITR	12 TH MAY
WORLD TRANSPLANT GAMES	28 TH MAY – 5 TH JUNE
WORLD BLOOD DONOR DAY	14 TH JUNE
NATIONAL BLOOD WEEK	14 TH – 18 TH JUNE
SICKLE CELL AWARENESS DAY	19 TH JUNE
SICKLE CELL AWARENESS MONTH UK	JULY
EID AL-ADHA	19 TH – 23 RD JULY
SOUTH ASIAN HERITAGE MONTH	MID JULY TO MID AUG
BRITISH TRANSPLANT GAMES	AUGUST
WORLD SICKLE CELL AWARENESS MONTH	SEPTEMBER
ORGAN DONATION WEEK	7 TH – 12 TH SEPTEMBER
BLACK HISTORY MONTH	OCTOBER
DIWALI	4 TH NOVEMBER
CHRISTMAS	DECEMBER

Step by step: Setting SMART objectives – CIS projects only



- We are looking for well-structured objectives that make it very clear what your impact will be.
- Objectives should focus on how your project will positively engage local communities in donation, address concerns, and increase support for donation among your target audience.

Step by step: Setting SMART objectives – CIS projects only

A SMART objective might look like this

We will motivate 100 people from the Indian community to register their organ donation decision.

To achieve this, we will incorporate an organ donation element into our 5 planned BAME wellbeing workshops, delivered over zoom between April and August. These virtual events will raise awareness of the clinical need and law change, and we will provide an on-screen tracked link to the registration page. We intend to reach 50 people with each event.'

Why is this objective SMART?

- It is specific, as it states exactly what the organisation will do e.g. incorporating donation into workshops and a social media campaign.
- It's measurable because it states how many people they intend to sign up and reach.
- It's achievable and realistic because they have given themselves adequate time and an achievable target of 50 sign ups.
- The objective is also time-bound because they have given themselves a deadline of 5 months to achieve this.

Step by step: Setting SMART objectives – CIS projects only



Applicants for project work need to include 3 (or more) of these KPIs as part of their objectives. These will often feature as the “M” in a SMART objective.

- Registrations via tracked link or leaflet code (blood)
- Registrations via tracked link or leaflet code (organs)
- Attitude change measures e.g. pre and post event questions, surveys, polls
- Event attendance (online or in person)
- Resource distribution (via email/social media or hard copy)
- Online engagement figures e.g. website visits, social engagement.

Step by step: Setting SMART objectives – CIS projects only

Other possible measures could include:

- Number of Events
- Volunteer Hours
- Comments, Concerns, General Feedback
- Interactions
- Pledges to have a conversation
- Living donation interest
- Number of expert speakers speaking at events
- Number of questions answered at events

Step by step: Setting SMART objectives – CIS projects only

Group activity – Create a SMART objectives using what you know about the organisation below.

As an organisation with links in the South Asian community we would like to raise awareness of the importance of organ donation and the need for more organ donors to meet patient demand given the longer waiting times for people from our community. We would also like to increase the number of people in our community sharing their organ donation decision with their family. We hope to deliver the project over the course of 9 months.

We run community events twice a week in which we get together and share lunch to reduce loneliness (attendance approx. 150 at each event) . During these lunches we propose sharing leaflets on organ donation and the law change and encouraging speakers to come in and share their stories e.g. donor families and recipients.



BMECP – best practice example

Objectives:

Phase I (10/2019-05/2020):

- Improve people's understanding of organ donation through provision of written information and by talking to targeted people at meetings and gatherings.
- Raise awareness of the changes in the law relating to organ donation through meetings, disseminating information
- Encourage people not to opt out of organ donation by improving their understanding of organ donation and the importance of it

To be achieved through:

- 400 people attending events for BAME community where “opt out” law is promoted, by May 2020.
- Distribute 500 NHSBT leaflets at our Centre
- Distribute 500 NHSBT leaflets at local religious and cultural organisations

Phase II (06/2020-12/2020):

- Encourage and promote open intergenerational discussions about organ donation so as to allay people's concerns and reduce the barriers to organ donation
- Improve people's perceptions of organ donation focusing on their religious and cultural beliefs working with leaders to address people's concerns and change their attitudes
- Increase the numbers of people agreeing to be on the donor register following provision of appropriate information to enable them to make informed decisions

To be achieved through:

- 5 outreach activities, at religious/cultural events
- One dedicated event dedicated to intergenerational family groups to discuss organ donation
- Total of 600 people attending above events targeted to the BAME community, May 2020-Dec 2020.
- Invite a total of 3 NHSBT donor family volunteers, to share their experience on three separate occasions
- Invite a total of 3 NHS representatives, doctors, Specialist Nurses-Organ Donation to events on three occasions.
- Five figure total social media engagement by March 2021. Twitter likes/retweets/views, Facebook likes/reposts.

Phase III (01/2021-03/2021):

- Improve access to information on organ donation by creating a web-based information resource, a document with positive stories on organ donation, an evaluation report of our project to be used by other similar projects or services.

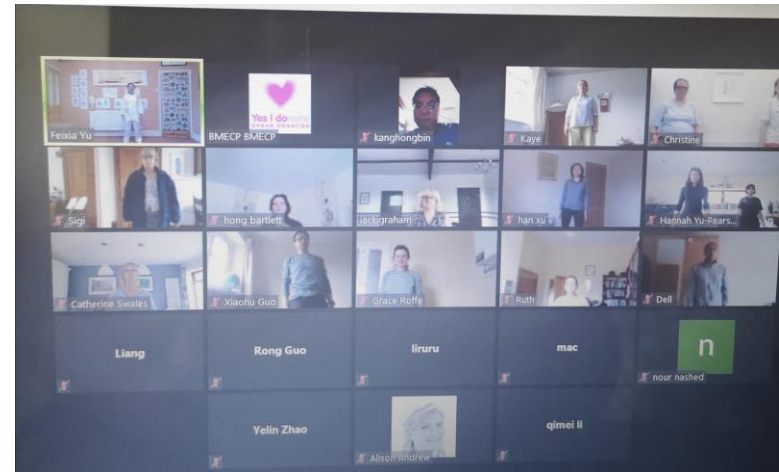
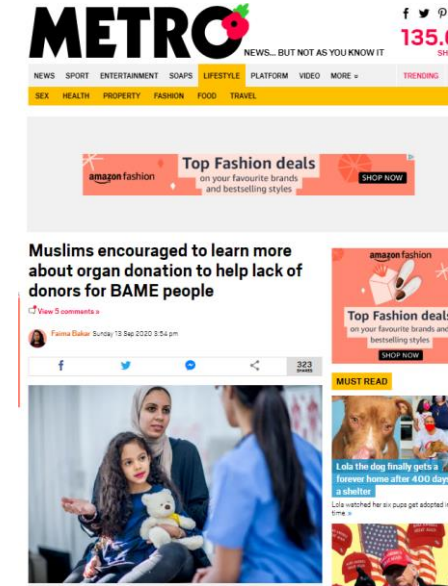
To be achieved through:

- Adding organ donation section to our website, information relating to religion, cultural, organ donation procedures, donor stories/videos by March 2021.
- Signposting to NHSBT website, and other organisations promoting organ donation.
- Report on organ donation campaign process, highlighting key successes and challenges.

While you apply, think about how you will evaluate

Examples of inputs, outputs, outtakes and outcomes				
Channel	Inputs The planning and preparation you've done ahead of delivering activity	Outputs Engagement activity	Outtakes Reception, perception and reaction of stakeholders	Outcomes Changes in behaviour or attitudes
Why?	This reflects what you have done to enable the activity.	This gives a full picture of the activity carried out.	This shows how effective the outputs were in engaging the audience.	To see if the audience has been motivated to take action or change their attitudes.
Events	<ul style="list-style-type: none"> Event planning Engaging ambassadors to get involved Materials produced / ordered (leaflets) Cost of event Pre / during / post event promotion 	<ul style="list-style-type: none"> Number of events delivered Audience attendance (volume) Number of ambassadors supporting events Audience demographics (age / ethnicity / gender) Event promotion social media reach Media (press / broadcast) reach Number of leaflets/materials distributed 	<ul style="list-style-type: none"> Number of interactions / conversations Event survey – attitudes and awareness 	<ul style="list-style-type: none"> New registrations Cost per registration Number of people informed about the law change Number of people pledging to have a conversation with family Number of pledge forms collected (note these are different to registration forms)
Social media	<ul style="list-style-type: none"> Asset development e.g. images, videos Case study development Tracking & campaign codes Building social media partnerships with other organisations 	<ul style="list-style-type: none"> Number of posts on social media Number of posts by partners on social media Audience reach Number of followers 	<ul style="list-style-type: none"> Engagement (comments / likes / shares) Video views Link clicks (find out more) 	<ul style="list-style-type: none"> New registrations Cost per registration Number of people informed about the law change
Media & PR	<ul style="list-style-type: none"> Press release development Case study development Which media outlets did you reach out to - how many 	<ul style="list-style-type: none"> Number of articles published Audience reach (you can find circulation figures for many publications online) 	<ul style="list-style-type: none"> Sentiment (positive / neutral / negative) Key messages reported 	<ul style="list-style-type: none"> New registrations Cost per registration Number of people informed about the law change
Digital	<ul style="list-style-type: none"> Asset development Website planning and development Tracking & campaign codes set up Promotion of web pages 	<ul style="list-style-type: none"> Web pages published – details on content Reach of any digital promotion Any paid digital promotion of the website 	<ul style="list-style-type: none"> Number of visits/users Number of click throughs Dwell time on the website Users using share functions to share info across social platforms 	<ul style="list-style-type: none"> New registrations Number of people informed about the law change
Stakeholders / partnerships	<ul style="list-style-type: none"> Partner / stakeholder toolkit developed Which partners / stakeholders are engaged Tracking & campaign codes set up 	<ul style="list-style-type: none"> Number of partners / stakeholders agreed to support Assets / toolkits shared Audience reach 	<ul style="list-style-type: none"> Engagement (social media) 	<ul style="list-style-type: none"> New registrations Number of people informed about the law change

Photos and screenshots are a great way of showcasing your work NHS Blood and Transplant



Parallel planning – COVID19 contingency

- 2019/20 projects have faced disruption due to COVID-19
- Likely to be living with restrictive measures for a while to come
- Any face-to-face activity will need to have a digital contingency plan
- Contingency planning will need to be robust and well thought through

2 x in-person events at place of worship. Split by generation	2 x Zoom workshops. Split by generation
Stand at religious festival event	Series of social media adverts targeted at our local area in our language
Slot as part of a wellbeing conference – surgeon speaker to attend	Slot as part of an online wellbeing conference – surgeon speaker to attend virtually
Event focusing on the need for Black blood donors at a church	Information pack distributed to homes of church attendees

Parallel planning - Things to consider

Contingency activity

- How would you move in-person activity online?
- Think about how promotion would be different for online events
- If your audience are not so active online, consider other alternatives to face-to-face e.g. information packs
- You'll also need to think about your target audience and the platforms they are already active on e.g. an Instagram live could work for an 18-30 audience, but may not perform as well with a 60+ audience.

Contingency objectives

- How could you adapt your objectives?
- Would your reach be smaller if you take activity online?

Contingency evaluation metrics

- Think about how you would measure your impact if you needed to take your in-person activities online.
- If your project is going to use registrations (either registering your organ donation decision, or registering as a blood donor), NHSBT provides projects with tracked links to keep track of registrations made through each project.
- Think about how you could make use of those e.g. sharing on social media, sharing in a zoom chat window, sharing in emails.
- If your project is using "number of 1-1 conversations" as an in-person measure, think about what would constitute a "conversation" online.

Contingency budget

- Think about how you could move your budget around to accommodate for digital activity e.g. moving money from a venue to a budget for online advertising
- Remember to think about whether you have the expertise in-house to deliver online events or digital promotion. If not, consider how your budget could be redistributed to fulfil these needs.

Support for applications

- **Judges/advisors** come from a diverse range of communities and are experts by experience e.g. donor families, recipients, nurses. They judge applications, and those who have capacity are assigned to projects to support their work.
- Judges/advisors can **support with applications** – they have extensive experience in supporting community work
- We do not have the capacity to read through whole applications
- Can support with you find challenging
- Access support by **sections** emailing community.funding@nhsbt.nhs.uk
- You will be signposted to someone who can support. If the help you require is community-specific, we may be able to find someone from a similar background to support you.
- If you receive help from a judge/advisor, they will not be able to judge your application.

Top tips for applicants

- Know the subject – blood/organ donation
- Demonstrate that you know your audience
- Develop your strategy and tactics
- Be clear on your objectives and how you will measure whether you achieved them – use the SMART system
- Carefully consider how much you are applying for – and the timeframe for your project based on those available
- Think carefully about people and organisations you can collaborate with to reach as many people as possible
- Keep the scoring criteria in mind – make sure you have covered the key areas
- As much as possible, use resources that have already been created to avoid duplication of work.

Q&A