



## COMMUNITY BASED AWARENESS INITIATIVE PUBLIC AWARENESS GRANT PROGRAM GUIDE

### 1. GRANT OVERVIEW

The Community Based Awareness (CBA) initiative is supporting BC communities to raise awareness of local opportunities for physical activity and the benefits of active living with funding opportunities and the **Marketing Action Plan (M.A.P.)** resources.

CBA will award grants of up to \$4,000 to communities to launch marketing campaigns that raise awareness of the benefits of physical activity and promote local opportunities to get active. The campaigns should advertise community events, programs and initiatives that target 35-54 year old less active adults.

Funding is to support implementation of the **Marketing Action Plan (M.A.P.)**, tools and templates. **M.A.P.** is designed to provide the information you need to market your community events and programs and ensure your campaign messages reach your target audience. Action steps and templates are provided for posters, ads, radio spots and press releases using the theme “**Active Is What You Make It**”. **M.A.P.** theme and messaging must be used in the marketing campaigns and promotions supported by the grants.

**The submissions process will open October 1, 2009 with a closing deadline of November 10, 2009.**

***All submissions must be received by 4:00 pm on November 10, 2009. Please submit applications by email in PDF format (a word document will also be accepted). If an applicant is unable to submit electronically the completed application can be faxed to 604.629.2651 to the attention of Meredith Mundick, Communications Assistant.***

***Campaign activities must be completed within 5 months of receiving the first instalment of the grant and a Final Report must be submitted by May 28, 2010.***

### 2. ELIGIBLE APPLICATIONS

#### ELIGIBLE APPLICANTS

This funding opportunity is open to:

- Local governments
- Aboriginal communities
- Registered charitable organizations
- Workplaces

*Applicants who have received a Public Awareness grant in previous phases of the program are eligible to apply for a grant in phase 3 of the providing a new campaign is proposed.*

## ELIGIBLE ACTIVITIES

*These grants are intended for the implementation of a marketing campaign over a period of time that could include the promotion of multiple community events, programs and initiatives related to physical activity. They are not intended to support the advertising of a single event.*

*Successful campaigns will include multiple communication vehicles: direct mail promotions, poster campaigns, print advertising, PSA's, promotional give-aways, online marketing (e-newsletter), and earned media (editorials, free classifieds, calendar listings, feature stories).*

### COMMUNICATIONS

→Promoting campaigns like Move for Health Day, Healthy Workplace Month, Bike To Work Week (events that are already established in the community).

→Creating a new campaign incorporating cultural practices with physical activity.

→Distribution of promotional materials to advertise the campaign, events and programs (developing partnerships is encouraged to create new places to hang posters or send out announcements through company newsletters, etc.).

### RESOURCE PRODUCTION

→Production of resources such as event posters, activity prompt posters, banners, stickers, etc.

→Consider producing marketing materials that can be used again in future campaigns.

→Working with a designer to customize templates to insert your campaign information and logos or create new materials like banners or transit ads using M.A.P. theme and messaging.

→Only a small portion of funding can be used for the purchase of swag.

### ADVERTISING

→A limited portion of your budget can be applied to the purchase of ad space. We encourage the use of public service announcements (PSA) which run on TV and radio at no charge. Produced radio spots and scripts are provide in M.A.P.

***Please note - applicants must secure in-kind contributions to balance funding spent on media buys. Print advertisers may contribute additional space with an ad buy. For example you could negotiate to purchase a half page with an additional half page for articles provided by the media outlet. In-kind contributions covering poster printing costs could also be used to balance the purchase of ad space.***

### CO-FUNDING A STAFF POSITION

→Hiring a consultant or contract staff to coordinate communication functions, media relations, the production of marketing materials and manage the campaign.

## INELIGIBLE COSTS

- Development of communication tools like websites
- Ongoing operating costs
- Capital projects
- Alcoholic beverages or tobacco products
- Food related expenditures – food expenses for banquets, dinners, fundraising and celebrations
- Donations to another organization
- Political or religious activities
- Group travel
- Cash prizes; incentive and giveaway prizes can be a minimal portion of the grant expenses

## 5. GRANT ASSESSMENT CRITERIA

Applications will be assessed according to the following criteria:

1. Proposed campaign demonstrates a focus on one or more of the following populations: 35-54 year olds, immigrants, rural, aboriginal, and those affected by low-income.
2. Identify how the grant funds will be used (a draft budget) and which marketing materials will be produced. **Please note that funding is to support the production of marketing materials using the M.A.P. templates. M.A.P theme must be integrated into marketing campaigns. Campaign coordinator fees are limited to 50% of the grant budget requested.**
3. Identify campaign goals, targets and timeline. What do you hope to achieve with the campaign? What is your launch date? What activities/events are planned to achieve your goals?
4. Earned media components – list opportunities for editorial coverage in local papers, community newsletters, bulletin boards, calendar listings to help promote your campaign, events and programs. Please list publication names and story ideas to be pitched.
5. Campaign partnerships for support, alignment and coordination within the community or region (in-kind contributions that are provided to facilitate campaign promotion and implementation). If your campaign includes media buys you must secure in-kind contributions to match these expenditures.
6. Identify additional staffing/volunteer/training needs, including new hires.
7. Identify strategies for sustainability. Long-term campaigns that promote multiple events, programs and initiatives that repeat motivational messages will have a better chance of engaging the inactive to participate. Indicate if you will re-use campaign materials, theme and messaging in future promotions.
8. Grant recipients will be required to complete a final report within six months of receiving the grant. Final Reports are due May 28, 2009. This report should include the criteria outlined in the application form and be submitted within the allotted timeframe. If additional time is

required approval must be granted by the BCRPA. Examples of promotional materials produced for the campaign must be provided to BCRPA with the final report.

Successful applicants will be provided with a **Marketing Action Plan (M.A.P.)** and accompanying CD with promotional templates, radio spots, logos and design files.

## 6. APPLICATION PROCESS

All applicants are encouraged to visit [www.PhysicalActivityStrategy.ca](http://www.PhysicalActivityStrategy.ca) to:

- Become familiar with the **Marketing Action Plan (M.A.P.)**, tools and templates
- Review the grant assessment criteria in this application guide
- Review the information posted on the Community Based Awareness (CBA) grants page
- Review campaign examples posted on Active Is What You Make It Promotions
- Download and complete the application form

The application form must be submitted before the **deadline of 4 p.m. on November 10, 2009**. Applications will be assessed according to the assessment criteria outlined in section five.

## 7. NOTIFICATION AND DISBURSEMENT OF FUNDS

The deadline for submitting applications for **Phase 3 is 4:00 pm on Tuesday November 10, 2009**. **All applicants will be notified of the status of their application the week of January 4, 2010.**

A letter of agreement and document outlining the terms and conditions of the *Public Awareness Grants* will be emailed to successful applicants. Upon receiving a signed copy of the letter of agreement, 80% of the grant funds will be disbursed with the *Marketing Action Plan and accompanying CD containing the tools and templates*. The remaining 20% of the grant funds will be forwarded upon receipt of the *Public Awareness Grant Final Report*. Final Report templates will be provided with the letter of agreement.

### PLEASE ADDRESS GRANT APPLICATIONS TO:

Meredith Mundick  
Communications Assistant  
BCHLA Physical Activity Strategy  
BC Recreation and Parks Association  
101 – 4664 Lougheed Highway  
Burnaby, BC, Canada V5C 5T5

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