

# Application Template

# 2020 Behavior Change Grants for Aquatic Invasive Species Prevention

**Important Information about this grant program:**

* **Proposals are due by 4:30 p.m. Central Time on April 17, 2020. Email submissions are encouraged.** If applications are mailed, they must be postmarked by **April 15, 2020**. ~~You may also hand deliver your application on or before April 17, 2020 during normal business hours (8:00 a.m. - 4:30 p.m., Monday - Friday).~~
* **Submit your application to:** Tina Fitzgerald, Minnesota Department of Natural Resources, 500 Lafayette Road, Box 25, St. Paul, MN 55155 tina.fitzgerald@state.mn.us

*Note: On June 30, 2020 the name and address of all applicants, and the amounts requested becomes public. All other data is nonpublic until the negotiation of the grant agreement(s) with the selected grantees is completed. After the application review process is completed, all data (except trade secret data) becomes public. Data created during the evaluation process is nonpublic until the negotiation of the grant agreements with the selected grantees is completed*.

**Instructions: Replace grey text [in brackets] with application information.**

## Applicant Information

**Lead Organization:** [type lead organization here]

**County or counties where project will occur:** [type county/ies here]

**Project Leader – Name:** [type project lead name here]

**Street Address:** [type street address here]

**Phone:** [type phone number of project lead here]

**Email:** [type email address of project lead here]

**Federal Tax ID for the Lead Organization:** [type Federal Tax ID here]

**Total Grant Funds Requested:** [type total grant funds requested here – maximum amount is $5,000]

## Project Focus

Select one of the initiatives listed in the table below.

| **Mark an “X” for your choice** | **Strategy** |
| --- | --- |
|  | Partner with lake associations to communicate with residents. |
|  | Identify and have lake associations promote credible Lake Service Providers. |
|  | Partner with fishing clubs and organizations to communicate with participants and members. |
|  | Partner with bait retailers to distribute bait disposal bags. |
|  | Provide designated bait and bait water disposal zones at water access points. |
|  | Other |

Priority will be given to projects that focus on one of the first five areas listed above. If funds remain (as described in the Request for Proposals), proposals that address “other” initiatives outlined in the Moving Forward Report will be evaluated and awarded funds.

If you selected “other,” provide a brief description of the target audience, behavior(s), and strategy that will be addressed.

[Describe here]

## Additional Ranking Criteria

For each applicable priority, include the following information in your proposal. Delete any criteria that do not apply to your proposal.

* Describe how racial and ethnic communities, including American Indians will lead or be involved in project implementation.

[Describe here]

* Describe how racial and ethnic communities, including American Indians will be served by the implementation or outcomes of this project.

[Describe here]

* List the additional organization(s) that the lead organization will actively be partnering with to complete this project.

[Describe here]

* Describe any previous training (coursework, workshops, etc.) on Community-Based Social Marketing or and/or behavior change programs that staff of the lead organization have completed.

[Describe here]

* Describe the amount of additional funds that will be provided by the lead organization or partner organization(s) to complete this project.

[Describe here]

* Describe any additional in-kind services that will be provided by the lead organization or partner organization(s) to complete this project.

[Describe here]

* If the lead organization has received state grant funds in the past, provide a description of the applicant’s history as a state grantee in meeting all grant requirements.

[Describe here]

## Project Proposal

### Behavior Change Intervention Strategy

[Insert a brief description of the intervention strategy that will be used to change the target behavior of the target audience here.]

### Evaluation Methodology

[Insert a description of how the impact of behavior change intervention strategy will be evaluated here. If you are unsure what to include here, simply describe how you will work with the DNR to develop project evaluation criteria.]

### Pilot Test Implementation Plan

[Insert a description of how the pilot behavior change intervention strategy will be delivered to the target audience here.]

## Budget

[Insert a description of the project costs here.]



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St. Paul, MN 55155-4040

888-646-6367 or 651-296-6157

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