

Setting Program
Goals
and
Justifying New
Expenditures



Key Components of Successful Proposals

- ▶ Identify Target Population
- ▶ Statement of Need and Benefits
- ▶ Demonstrated Impact- Why this proposal will meet the stated need
- ▶ Timeline for Activities and Impact: Short term or long term
- ▶ Operational Considerations
 - ▶ Example:
 - ▶ Case Selection Criteria
 - ▶ Referral Mechanisms
 - ▶ Training needs



Establishing Proposal Goals

- ▶ Clear program objectives:
 - ▶ Smart Goals:
 - ▶ Specific
 - ▶ Measurable
 - ▶ Achievable
 - ▶ Relevant
 - ▶ Time Bound



Measuring Success and Impact



**DATA COLLECTION AND
REPORTING**



**KEY PERFORMANCE
INDICATORS**



**PARTICIPANT FEEDBACK
AND CASE OUTCOMES**

Addressing Challenges & Concerns

- ▶ Consider Obstacles to Success
- ▶ Consult with Stakeholders
- ▶ Sensitivity to Cultural Differences, Equity, and Inclusivity
- ▶ Consider Communication and Marketing



Questions??



