



Barbershop Harmony Society Youth Outreach Application Review Criteria Resource

Although the Barbershop Harmony Society does not provide application samples, below is a compilation of the criteria used by reviewers and suggestions to consider when crafting your application. This resource aims to give you inspiration and feedback to construct your narrative.

If other grantors offer assistance, they do this through a request for proposal (RFP) document with outlined criteria, a required class for applicants, and/or application samples. Due to the focused scope of our grants program, we are unable to give application samples. However, [award summaries](#) from previously granted projects are available in addition to this review criteria document.

The award points allocated are in parentheses next to the section title. Starred questions are reviewed in scoring your application. Below the questions, the executive review team has compiled additional information to assist in your application design.

If you have further questions about the content or sections of the application, please reach out to outreach@barbershop.org.

Program Summary

Youth Outreach Grants are designed to support the projects of a chapter, district, or other 501(c)3 nonprofit organization. With awards ranging from \$500 to \$10,000, these grants support projects such as: promoting singing among youth, enhancing choral music programs, and expanding singing to include underserved areas or populations within your community through an event or workshop. All proposed projects must focus on the art of barbershop music/arrangements and *a cappella* singing. However, applicant organizations are not required to focus exclusively on barbershop music.

Qualified applicants are chapter or district entities of the Barbershop Harmony Society or other 501(c)3 organizations that support singing communities. While the applicant project may include other forms of music or vocal performance, the barbershop style must be included as a requirement of this grant.

The Barbershop Harmony Society funds a variety of direct costs, but indirect and other operational costs cannot be funded through the use of this grant. Further information

about this requirement and others can be found in our grant policy on barbershop.org/grants.

If you have questions about the eligibility of your organization or other costs, please contact outreach@barbershop.org.

Youth Outreach Grant Application

Executive Summary (10 points)

- ★ Was all the required information completely addressed? If not, subtract one point for each omission.
- ★ How well did the applicant summarize: the proposed project (need, who, what, where, when, how) and its target population?
- ★ Were BHS's priorities (barbershop singing/arrangements) addressed? Is the information easy to follow? If not, subtract points accordingly.

Title of Project *

- Enter a title for your submission.

Grant Request Amount *

- Enumerate your grant request amount. Please enter digits only (no commas or dollar signs).

Contact Name *

- All notifications about award status and project follow-up will be with the named party here.

Contact Title *

- For example, if you're the Youth in Harmony VP- tell us!

Contact Email *

Contact Phone Number *

- Please include area code. For example: (615) 673-4122.

Alternate Contact Name *

Alternate Contact Title *

Alternate Contact Email *

District or Chapter Information

- If applicable, please provide your chapter name and code. An example would be B035 Nashville, TN or DIX Dixie District.

Project Description *

- In 200 words or less, provide a brief summary of your project. Describe the problem, what key activities are involved, length of activities (full day/half day) and how it will operate.
 - The Project Description should outline the purpose of the project. It would increase reviewer understanding by adding a more in-depth description of participants, length, and key activities.
 - Think more about the overall goal of the program- is it a good experience or the personal change the experience creates? Keep the end goal in mind when developing your project description.

Venue Location *

- Please include the name and location of the venue. For example:
- Barbershop Harmony Society 110 7th Avenue North, Nashville, TN 37203

Organizational Information (10 points)

- ★ How well did the applicant describe previous external outreach efforts including successes and failures, and how lessons learned will help shape the proposed project?
- ★ How well did the applicant describe how the organization currently connects with and

serves its defined community or communities?

★ Is the information easy to follow and relevant? If not, subtract points accordingly.

Is this a new or existing project? *

- New
- Existing

Has your organization received a grant from BHS for this project in the past? *

- Yes
- No

List both the award amount and years that your organization has received funding through a BHS grant.

Estimate the number of music educators you expect to attend. *

Estimate the number of participants you expect. *

- You are welcome to describe the number of participants across different genders, music educators, or any relevant demographic information about your participants.
- Do not include volunteers or staff in your participant estimation.

Estimate the size of your show audience if applicable.

Are you partnering with any other organizations or institutions? *

- Yes
- No
 - This section should well-describe your partnering organizations' role and commitment, and further explain the types of logistical and/or financial support.
 - If you are not currently partnering with any other chapters or outside organizations, this should be something you may include in your sustainability section. How could this benefit your event in the

future? What resources could other chapters provide that would assist you in reaching your sustainability goals?

List all partners and describe their role in the proposed project.

If available, please attach a letter of commitment.

- Acceptable file types: pdf, doc, docx, txt.
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Statement of Need (15 points)

- ★ How well did the applicant define:
 - The community or communities served by the organization, including needs and opportunities?
 - Key issues and problems to be addressed through the proposed project?
 - How well the community was engaged in developing the project?
- ★ Is the need for the project clearly substantiated and evident? If not, subtract points accordingly.
- ★ Is the information easy to follow and relevant? If not, subtract points accordingly.

How does your organization currently connect and serve your defined community? *

- This section does not need to be directly related to youth outreach specifically.
- *Limit: 200 words*
 - Reviewers are paying close attention to how the proposed project has considered the community needs, and how your organization is connected to the community.

Describe previous external outreach efforts, including both successes and failures. *

- What have you learned from these efforts that will inform this project?

- You may describe in more detail what you have listed above, or use this opportunity to talk about former youth outreach projects.
- *Limit: 200 words*
 - Take this opportunity to describe how the community you served has responded to your outreach efforts. Use specific feedback you received from the music educators to be more descriptive on the history of the project. Illustrate why your support has been necessary to the schools in prior years. When challenges are presented be sure to include proposed solutions.

What is the current situation, including key needs, problems and opportunities, your organization is addressing through this project? *

- What is the project rationale or importance? Why is it significant?
- *Limit: 400 words*
 - This is where you are able to define what specific need you discovered from your prospective community. If you have detailed community data to back up the stated need, this will help retain reviewer confidence in your proposal.
 - When possible make sure to relate directly back to the proposed project rather than leaving the reviewer to infer that connection.
 - Avoid broad statements when possible, or back up general statements with specific data points. For example, if you are lamenting the lack of funding for arts programs, cite your target population sources to support your claim.

How have you engaged your community in the development of this proposal?

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- How has the community helped shape your project plan and/or proposal? How have you connected with the community you plan to serve through this project?
- *Limit: 200 words*

How will this project allow you to more strongly connect to and serve the

needs of your community? *

- *Limit: 200 words*
 - Community engagement should tell the methods you used to reach music educators and other participating organizations. In what ways did this event in the past help build music educator relationships? Portray your chapter's community relationship regarding the proposed project in relation to your stated need.
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Methods (15 points)

- ★ How well did the applicant describe:
 - The project's overarching goals, objectives, and outcomes? All objectives and outcomes should be measurable.
 - The specific activities to be undertaken for achieving each stated objective, where each will take place, and who is responsible.
 - Plans for marketing and publicizing event(s) and/or activities(s)?
- ★ Is the information easy to follow and relevant? If not, subtract points accordingly.
- ★ Is the target population clearly described and substantiated?
- ★ Are the objectives measurable? If not, subtract one point for each one that is not measurable.

Provide a detailed description of the project's overarching goals. *

- *Limit: 400 words*
 - Goals are overarching outcomes that describe *what* your project is attempting to accomplish.
 - These goals may be lofty in nature, but be sure that these goals will be measurable (qualitatively and quantitatively) through your objectives and outcomes.

Provide a detailed description of the project's measurable objectives to achieve said goals. *

- All objectives should be measurable and relate directly to the aforementioned goals.

- *Limit: 400 words*
 - Objectives are measurable steps to achieve said goals. They should relate directly back to all goals.
 - Reviewers are looking at how you plan to measure each goal and objective. Measurable components are required for scoring well in this section.
 - Reviewers are also paying close attention to accountability. Who is assigned to each task? Are the stated outcomes reasonable given the other parts of your narrative?

Provide a detailed description of the specific results and outcomes you expect from this project. *

- All outcomes should be measurable. Please include both qualitative and quantitative results.
- If you do a post-project survey, please include information about the types of questions or survey participants here as well.
- *Limit: 400 words*
 - Project evaluation expounds on the goals and objectives section by describing the methods of evaluation to meet said goals and objectives. These methods should include both quantitative and qualitative analysis which may require surveys, follow-up with school administrators or music educators, and/or comparison reports of attendees year to year.
 - If you do include survey information, make sure you detail the types of questions that you plan to ask. How have you taken into consideration measurement and evaluation best practices?
 - This section is important to reviewers because it details how you will report on the success and impact of your event.
 - What is your plan to follow up with former attendees or new attendees?

Describe the design of the event in detail. *

- What are the specific activities to be undertaken for achieving each stated objective?

- Where will each activity take place?
- Who is responsible for each activity?
- *Limit: 400 words*
 - The design section should have specific activities associated with the event described in full detail. This includes methods that will be implemented by staff and teaching quartets. Be sure to include responsibilities as assigned in the design section in addition to the timeline. The design section gives you an opportunity to describe all of the objectives and tasks needed to achieve your stated goals.

Describe your marketing and promotion plan for your proposed project.*

- What are your plans for marketing and publicizing your event(s) and/or activities(s)?
- *Limit: 400 words*
 - This section grants you the opportunity to explain budgetary line items such as advertising and sponsorship revenue. Without its inclusion here, reviewers will need more information regarding these line items in the budget. Qualitatively, this section should also focus on the kinds of communications and visits to schools your proposal described.
 - Be sure to include specific information about social media if it is listed as a tool for your marketing plan. As these kinds of marketing platforms expand, it's important to elucidate exactly what you plan to use and how you plan to use it in your application.

Timeline (15 points)

- ★ How well did the applicant describe:
 - The timeline of activities to meet each stated objective, start and finish dates for each activity, and key milestones and decisions?
 - Is the information easy to follow and relevant? If not, subtract points accordingly.
- ★ Can it reasonably be expected that the stated objectives will be achieved once all project activities and milestones are implemented? If not, subtract points accordingly.

Attach a timeline for your proposed project. *

- Acceptable file types: pdf, doc, docx, xls, xlsx.
 - Using the file upload, attach a timeline of the activities you will implement to meet each stated objective. Include start and finish dates for each activity. Also, include key milestones and decisions.
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Staffing (5 points)

- ★ How well did the applicant describe:
 - The project leader and each team member who plays a significant role in the proposed program, including relevant expertise, and specific roles and responsibilities and the position descriptions of any contractual staff or consultants not yet hired, if applicable?
- ★ Are management and staffing adequate to successfully implement the proposed project? If not, subtract points accordingly.
- ★ Is the information easy to follow and relevant? If not, subtract points accordingly.

Provide a short biographical sketch of all key staff, volunteers, clinicians, and/or teaching quartets. *

Budget (20 points)

- ★ How well did the applicant provide:
 - Budget information, including the total project budget, and total project revenue.
 - Line item project budget, including expenses, revenue, and earned income.
- ★ Is the information easy to follow and relevant? If not, subtract points accordingly.
- ★ Is the project budget reasonable to achieve stated goals, objectives, activities, and outcomes? If not, subtract points accordingly.

What is your organization's annual budget amount? *

- This is the full budget of your organization separate from the project expenses.

Proposed Project Budget *

- Acceptable file types: pdf, doc, docx, xls, xlsx.
 - Your budget should well explain:
 - Expenses: staff/administrative, supplies, sheet music, clinician fees, advertising, marketing, venues and other items that may not be listed here.
 - Revenue (For each item, please state whether it is Pending or Committed)
 - Other Grants (not including BHS): State and/or Local Government, Foundations (itemize), Corporations (itemize), Individuals, Other (please specify)
 - Earned Income: Concert/Show Tickets, Concert/Show Donations, Other (please specify)
 - The attached budget should only include expenses associated with the project and avoid large amounts of miscellaneous expenses. The budget revenue should show a deficit to be met by the requested grant.
 - Including a budget narrative as part of your budget will help explain areas of your budget that may create confusion or require further explanation.
 - Examples of items that you may need to include in a budget narrative include high travel costs, outside contractor costs, miscellaneous expenses, other revenue or grants you receive, and/or cost differentiation from actuals submitted in final reports (if you have been granted in the past).
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Required Matching & Sustainability (10 points)

- ★ How well did the applicant describe within the above line item project budget and required narratives:
 - Its plans and level of confidence for raising the required 20% in matching funds to support the proposed project, including all pending and committed funding sources?

- Its long-range plans for self-funding the proposed project in future years?
- Long-range plans for keeping participants engaged with the organization once the project concludes?
- ★ Is the information easy to follow and relevant? If not, subtract points accordingly.
- ★ Can it reasonably be expected that the required 20% in matching funds will be available for the proposed project? If not, assign a score of “0.”
- ★ Did the line item project budget include at least 20% of the total project budget in matching funds? If not, assign a score of “0”

BHS funding will not exceed 80% of the total project expenses. Please describe the funding plans for the required 20% in matching funds. *

- Include all pending and committed funding sources for the proposed project within the above line item project budget.
- *Limit: 200 words*

If BHS funding is received, is the project expected to continue or expand once the grant ends? *

- Yes
- No

What are your long-range plans for self-funding this project? *

- What are your long-term plans for keeping participants engaged with your organization once the project concludes?
- *Limit: 200 words*
 - Every granting organization will look to this section for evidence of continued functionality beyond this funding request. Proposals that can provide long-term funding growth, including other funding sources, will have a higher chance of being awarded.
 - The sustainability section benefits from some additional information about what other funding sources you plan to pursue and how you plan to cut or offset costs associated with any shortfalls experienced in previous years.

Camp/Event/Workshop Website or Page

- Does your youth event have an event page or event website? Include it here!