Request for Funding to GAAPP Example

Date Submitted: October 24, 2018
Submitted by: Allie Bahn
Organization: GAAPP
Country: USA
Email: abahn@allergyasthmanetwork.org
Project Title: Severe Asthma Awareness Campaign

Please answer the following questions for your GAAPP funding proposal. It is not necessary to write a long proposal.

1. **What** are the project <u>objectives</u> and **how** will it <u>meet unmet needs</u> in your community?
Objective: The US asthma community will be able to recognize that asthma is not one disease but a spectrum of disease and will seek help to receive the proper asthma diagnosis and treatment.   **This project will help meet unmet needs of our community in multiple ways.** There are 24 million Americans diagnosed with asthma. Even though experts say that 84% of well-controlled patients should experience no restrictions to their daily routine, currently 3 out of 5 limit their activity due to asthma. There are 13.8 million missed school days and 14.2 million missed work days per year. 71% of people misuse their inhaler. Knowledge of proper asthma care can improve these stats significantly.
2. **Describe** the project and **outline** below what you will do to <u>accomplish this</u>? Bullet points are fine.
The project will consist of a **social media campaign** educating those with asthma to seek an appointment with a medical specialist to receive the proper asthma diagnosis and treatment.   • A social campaign will be created with images that reflect the community   • A calendar with posts to align with images will also be created   • A plan to consistently share the messages on social media platforms will be organized   (Examples of other ideas may include holding an educational event, a webinar, etc.)
3. **How** will you <u>promote</u> the project and **how** will it <u>benefit the GAAPP community at large</u>? **Explain** how you will <u>evaluate impact</u> and <u>measure success</u>.
The project will be promoted using consistent hashtags with partner organizations also promoting the campaign. This project will benefit the GAAPP community at large because the materials for the campaign that will be created will have the ability to be used worldwide with the use of translational materials for languages other than English. To measure and evaluate the project's success, a survey will be created and sent at the end of the campaign.
4. **Describe** the <u>timeline</u> of the proposal (e.g. production time, launch date, etc.)
➢ March-May: Plan & create campaign content   ➢ May: Share content and campaign calendar with member orgs.   ➢ June-August: Social awareness campaign   ➢ September 1st: Send out survey
5. **What** is the <u>budget</u> for this project? Please **itemize** below in US dollars.
Design, photography, online publication and printing (state number of copies) $ Public relations and promotion, including launch (if relevant) $ Project management and sector expertise (to cover staff costs in project administration) $ **TOTAL:** $