

Planning For Your Future

While this toolkit is intended to help you start a family life education program, it is important to also consider your program's future. If you are working within a school, ideally, your school system would implement the same curriculum standards for all family life education programs. This provides uniformity and cohesion for all educators. But what about for individuals who would like to implement additional adolescent sexual health programming within the community? Funding and sustainability can be major obstacles to overcome for the implementation of any community programming. This section will address these issues.

A. Grants

One of the best ways to ensure stable funding for your programming is through grants. A grant is a sum of money or resources given to an organization to fulfill the objectives of an often larger organization. For example, the Be In Charge program received a grant from the Office of Adolescent Health which provided invaluable funding for the program. There are many organizations with a vested interest in adolescent sexual health. One of the most valuable resources when seeking grant funding is www.grants.gov. This website lists thousands of grants available to various organizations.

If you are interested in seeking grant funding, it is highly suggested that you assign someone the role of grant writer. Writing grants is a difficult job, but it can be done with a little patience and research. A few tips for grant writing:

- 1) Understand what is required to apply for grants – If you wish to apply for grants through www.grants.gov, this will require a user profile on their website. A user profile will require you to have an Employer Identification Number (EIN). An EIN acts as a federal tax number for identifying business entities. Businesses and nonprofit organizations will have EINs. If you or your organization does not have an EIN, you will need to find a sponsor organization with whom you can apply for funding, or your organization will need to apply for an EIN. Information for how to apply for an EIN can be found here: <http://www.irs.gov/Businesses/Small-Businesses-&Self-Employed/Employer-ID-Numbers-EINs>
- 2) Read the proposal carefully – When reading an abstract for a grant, it can be easy to become excited. However, be sure to thoroughly read the proposal. Understand what kind of organization the grant intends to fund and what it will require. For instance, if you would like to start an after school program about adolescent sexual health for middle school students, but the grant stipulates its

- funding is only intended for high school students, then this may not be the grant for you. Additionally, if the proposal asks you to address what kind of follow-up you intend to do with your participants, this needs to be included in your application!
- 3) Understand what it is that you want to do and know how to sell your program – It is important that you have a basic idea of what you would like your program to look like before you begin. Ask yourself: “Why does our program need this funding?” “What components of our program would be most benefited by this money?” “Do we have the capacity to execute a grant of this size?” Additionally, know how to sell your program to the giving organization. Explain to them the work that is currently being done in the community, and emphasize your program’s impact. This is where the results of your pre-test/post-test could be most beneficial!
 - 4) Have your budget ready – Most all grant proposals are going to require you have a budget prepared. Be as specific as needed for your budget. Also, be aware of what you can include in your budget. For instance, if you would like to provide snacks for your after school program, but the grant stipulates that its funding cannot be used to purchase food, then you will need to find another source to cover this expense.
 - 5) Be aware of deadlines! – Grant deadlines are going to be different dependent on the giving organization. Make sure that you submit your application in plenty of time for it to be processed before the due date.

Obtaining stable funding can go a long way towards ensuring your program’s longevity. But what are some ways you can get your program’s message out to the public?

[B. Media/Web Presence](#)

An easy and cost effective way to relay your message to the community at large is through the internet. If you have the resources to maintain a website for your program, it can become a great resource for both students and parents. If you feel that you are unable to maintain a full website, social media websites are a great alternative that appeal to a wide range of users. Social media websites such as Facebook, Twitter, and Instagram are free and simple to use. An added bonus of using the web is it is a source that is easily sustained: your program information can be readily updated as your program grows. If you are unsure of how to navigate these websites, contact your local

high school: there's a strong possibility that a high school student can help you with your social media presence.

In addition to being present on the web, research what local media outlets are available to you. If you have a local television channel, radio station, or newspaper, utilize these resources! Often, these resources will offer low or no cost advertising space to community programming. This can be an excellent way to broadcast your message within your community.

Links to WhoYouWant2Be's web presence are located in the "Resources" section.

[C. Overview and Conclusion](#)

This toolkit is intended to provide you with information on Tennessee's laws and requirements, involving your community, smart implementation, and sustainability. This toolkit also includes a series of supplementary information contained under the "Resources" section. Additionally, we have included a series of "Grab & Go Lesson Plans," which are legally complaint and designed for quick classroom implementation. We hope that you have found this toolkit helpful in organizing your family life education program. Remember, everyone has a stake in adolescent sexual health. It is important that you and your program continue to stay informed on topics surrounding family life education. The more you know, the better equipped you will be to address these serious issues that are having a major impact on our young people. We wish you success in your endeavors in the family life education field, and thank you for your support.