1. Read through the application form and *all* the supplemental materials *before* you begin filling out the application form.
2. Review the list of Action Recommendations for Congregations, Mid-councils, and Seminaries, and consider how your project will address one or more of them.
3. Familiarize yourself with what is already being done related to mental health in your congregation, mid-council, seminary, wider community, so you can show how your project will address a need, initiate something new, or expand existing work in your context.
4. If you and others working on the proposal do not have personal experience with mental illness, seek input from people with mental illness and their families in the process of developing your project. ‘Nothing about us without us.’
5. Design your project so that its impact will be as wide and long-lasting as possible and show this in your proposal.
   1. Congregations seeking funding should reach out to their presbyteries and seek an endorsement letter. This widens the project’s potential impact by making others aware.
   2. If you are planning an event (e.g., consultation, workshop, mental health awareness day, speaker/panel), show a plan for following it up. For example, have a way for people to sign-up to be informed about future events.
   3. If you are sponsoring an individual or delegation to attend an event, (e.g., Mental Health First Aid Training), show how you will feed this learning back into your ongoing mental health ministry.
6. Be ‘strategic’. For example, pastors, youth group leaders, ushers, church office staff, outreach volunteers, and deacons all have roles that can make a big difference in the process of welcoming, including, and supporting people living with mental health challenges and their families. Seminary and mid-council grant applicants may want to consider key roles in their contexts. Consider the impact of your project on people in key roles.
7. Remember, this grant program is time-limited and intended to ‘seed’ projects of Presbyterian entities (not individuals), so grant money is not available for ongoing staff positions or individuals pursuing professional degrees in mental health. Instead, think in terms of accomplishing a discrete piece of work (e.g., commissioning a resource, hosting a consultation, sponsoring a training event, organizing a series of mental health ministry conversations in local churches to start a network, sponsoring an advocacy day, and so forth).
8. Collaborating with an external (non-PCUSA) partner to accomplish a discrete piece of work is fine, but your grant application must demonstrate that this is a genuine partnership that will initiate or advance mental health ministry of the Presbyterian Church (U.S.A.).
9. These are just some jumping off points and ideas to get you started thinking as you develop your project proposal. Feel free to be creative! Your grant application does not need to be lengthy, formal, or full of jargon. Just be clear and focused as you answer each question.