SNAP-Ed at Michigan Fitness Foundation (MFF) Program Narrative Instructions
Request for Proposals (RFP) for Subrecipients
Fiscal Year 2026 (October 1, 2025 – September 30, 2026)

Formatting Guidelines:

- Standard paper size (8.5 x 11)
- At least 1" margins on all sides
- Easily readable font in black type, such as Arial, Calibri, etc.
- At least 11 pt. font size
- Numbered pages

The table below shows what you will **complete as part of a fillable form during proposal submission.**
To complete:

- Insert point person contact information for each applicable role. This is the person from your organization who is responsible for ensuring each set of activities is completed.

Organization/Agency Name:	
Title of SNAP-Ed Program:	Title of your proposed SNAP-Ed program (No more than 75 characters).
Type of Organization/Agency:	
Taxpayer ID or EIN#:	
Physical Address:	
Mailing Address:	
Authorized Organization	
Telephone:	
E-mail Address:	
Lead Program Contact:	
Telephone:	
E-mail Address:	
PSE Lead:	
Telephone:	
E-mail Address:	
Financial Representative:	
Telephone:	
E-mail Address:	

1. **For FY 2026, we are requesting $** *(total amount requested, that matches your proposed budget)* ***for*** *(total direct education reach, matching your anticipated programming form entry)* **direct education reach, (***total indirect channel from direct education reach, matching your anticipated programming form entry)* **indirect channel DE reach, and** *(total community-based strategies reach, matching your anticipated programming form entry)* **community-based strategy reach.**

   Fill in all underlined spaces above. Your reach numbers must match what is included in the Anticipated Programming Form.

   Example of a completed sentence: For FY 2026, we are requesting $200,000 for 4,500 direct education reach, 8,000 indirect channel DE reach, and 15,000 community-based strategy reach.

2. **Describe your proposed SNAP-Ed program in 500 words or less*.** This should be a summary of your proposed SNAP-Ed program to set the stage for the details you outline in your Anticipated Programming form and responses to questions 3-5 below.
   Include:
   a. Which community(ies) you plan to serve
   b. Which direct education interventions and who you plan to reach (audiences) and in what settings
   c. Overview of anticipated community-based strategies and associated assessments/tools/approaches, including focus audiences that will be reached and in what settings
   d. Who are key partners and what contributions will they make to help advance your SNAP-Ed work

3. **For each direct education (DE) intervention* you selected in your Anticipated Programming form, provide the rationale for your selection.**
   - **If it is a DE intervention you are currently using in your FY 2025 program, include the reasoning for why you plan to change (or not) where and/or whom you are serving and how you plan to deliver programming.**
   - **If it is a new DE intervention for FY 2026, include the reasoning for why it was selected (e.g., based on community need, previous evaluation findings, etc.)**
   - **If your organization does not currently have a SNAP-Ed program, include the community need(s) that your anticipated programming will address and assets that can be built upon.**

   Make each direct education intervention its own paragraph. See page 4 for a decision tree for how to respond based on your proposed interventions.

Consider the following when sharing your rationale for selecting each DE intervention:

- Community needs/assets based on quantitative data (e.g., community health needs assessment results)
- Community input based on community engagement efforts (e.g., community conversations, focus groups, surveys)
- Previous evaluation findings/intervention reports
- Changes in organizational bandwidth
- Program improvement learnings (e.g., programming delivery or modifications for community relevance)

Programming elements to consider when thinking about how you anticipate changing (or not) proposed programming:

- Audience
- Community
- Delivery method
- Reach
- Setting

*Only direct education interventions and community-based strategy assessments/tools that meet the conditions of Executive Order 14173 can be used in FY 2026 programming.

4. **For each community-based strategy* you plan to use, provide the rationale for your selection.**
   - **If it is a community-based strategy you are currently implementing as part of your FY 2025 program, include the reasoning for why you plan to change (or not) where and/or whom you are serving and how you plan to deliver programming.**
   - **If it is a new community-based strategy for FY 2026, include the reasoning for why it was selected (e.g., based on community need, previous evaluation findings, etc.)**
   - **If your organization does not currently have a SNAP-Ed program, include the community need(s) that your anticipated programming will address and assets that can be built upon.**

   Make each community-based strategy its own paragraph(s) and include all associated assessments/tools/approaches for each strategy. See page 5 for a decision tree for how to respond based on your proposed strategy.

   Consider the following when sharing your rationale for selecting each community-based strategy:
   - Community needs/assets based on quantitative data (e.g., community health needs assessment results)
   - Community input based on community engagement efforts (e.g., community conversations, focus groups, surveys)
   - Previous evaluation findings/intervention reports
   - Changes in organizational bandwidth
   - Program improvement learnings (e.g., programming delivery or modifications for community relevance)

   Programming elements to consider
   - Audience
   - Community
   - Assessment/tool/approach
   - Reach
   - Setting

5. **How do you envision your proposed direct education interventions and community-based strategies making a meaningful impact in the community(ies) you serve?**
   Describe how the different components (DE, supplemental activities, and community-based strategies) when delivered with fidelity will work together to create positive change in your community(ies). What outcomes or improvements do you hope to see, and how will your proposed SNAP-Ed program help achieve those goals?

6. Storytelling is a powerful way to share the positive impacts programming has in a community. **If your organization is currently funded to do SNAP-Ed programming, share the contact information for two local partners who are familiar with your SNAP-Ed programming and are willing to share their experience(s) and/or observations. If your organization is not currently funded to do SNAP-Ed programming, share the contact information for two local partners who are familiar with the work your organization does and how it impacts your community.**

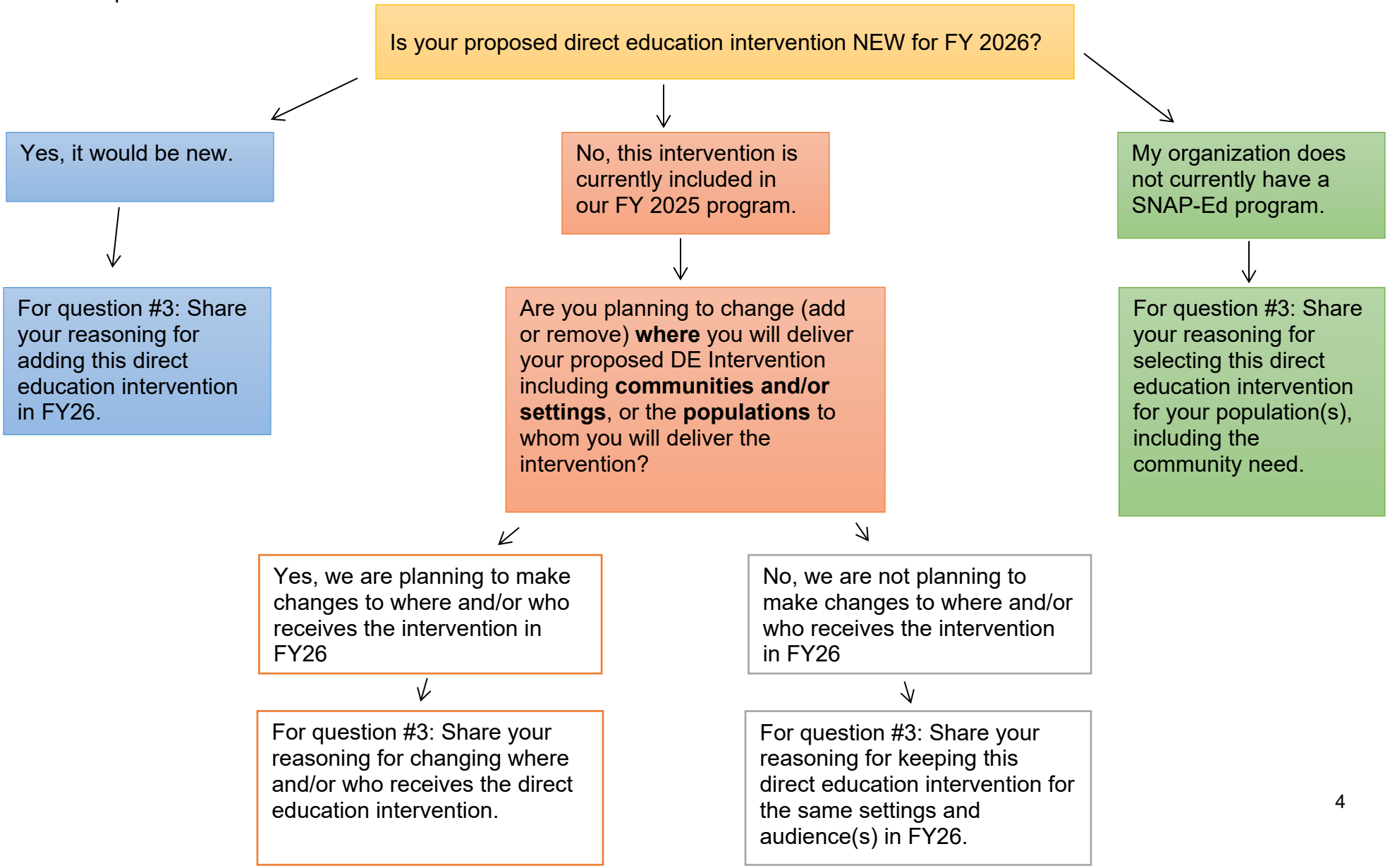
   The people listed should be aware that MFF will be contacting them directly in early May with information about how they will share their experiences with your local programming. Stories will be shared through a digital platform, Memory Fox, that allows the storyteller to record and share their stories independently. There will not be any interactive conversation occurring.

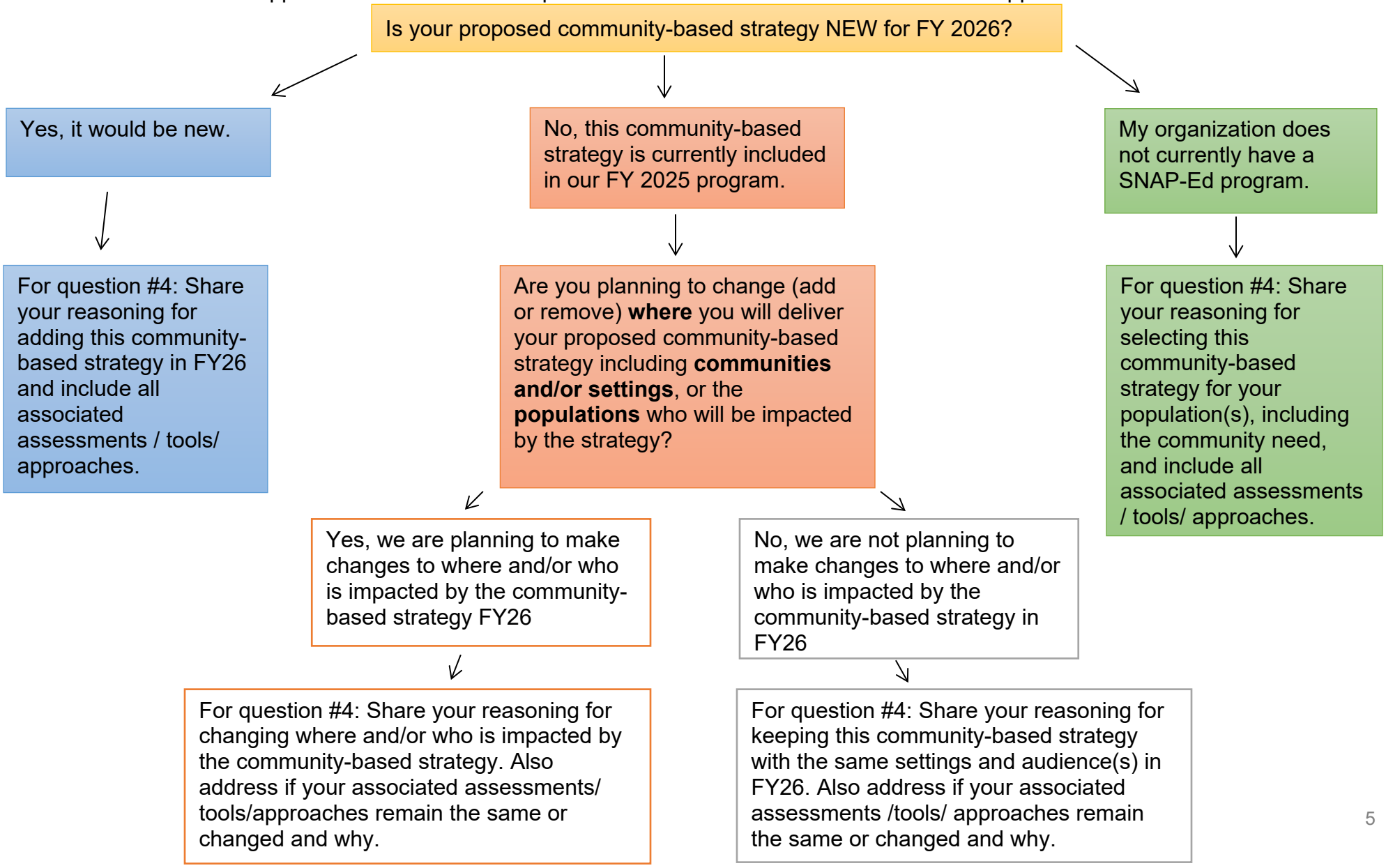
Contact #1	Contact #2
Name:	Name:
Email Address:	Email Address:

*Only direct education interventions and community-based strategy assessments/tools that meet the conditions of Executive Order 14173 can be used in FY 2026 programming.

Use the decision tree below for a specific prompt to guide your response to question #3 for ***each*** direct education intervention selected in your anticipated programming form. The DE interventions must match what is in your anticipated programming form.

Each intervention might begin for example as, *In FY26 we propose to use (or continue using)* **intervention name**… then expand on the rationale.



Use the decision tree below for a specific prompt to guide your response to question #4 for ***each*** community-based strategy you plan to use in your proposed programming. You will also need to include which assessments/tools/approaches you will use as part of each community-based strategy. Those assessments/tools/approaches must match what is in your anticipated programming form.

Each community-based strategy might begin for example as, *In FY26 we propose to use (or continue using)* **community-based strategy name** (e.g., community-based strategies at food pantries) … then expand on the rationale. We will use X assessment/tool/approach because… then expand on the rationale for the assessment/tool/approach.