



## Attachment B: Grant Application Scoring Criteria

### Overview

A numerical scoring system will be used to evaluate eligible applications. Scores will be used to develop final recommendations. Word limits are in place to give applicants an estimate of how much content to include for reviewers.

**Rating Table**

Rating or Score	Description
<b>Excellent or 5</b>	Outstanding level of quality; significantly exceeds all aspects of the minimum requirements; high probability of success; no significant weaknesses
<b>Very Good or 4</b>	Substantial response; meets in all aspects and in some cases exceeds, the minimum requirements; good probability of success; no significant weaknesses.
<b>Good or 3</b>	Generally meets minimum requirements; probability of success; significant weaknesses, but correctable.
<b>Marginal or 2</b>	Lack of essential information; low probability for success; significant weaknesses, but correctable.
<b>Unsatisfactory or 1</b>	Fails to meet minimum requirements; little likelihood of success; needs major revision to make it acceptable.
<b>Blank/did not answer (0)</b>	Did not answer the question or offered no response

### Applicant Profile (5 points)

Evaluation Criteria	Score
Described the lead organization, including history mission, services, and major programming. (200 word max)	/5
Total points for this section	/5

**Strategy Proposal (20 points)**

Evaluation Criteria	Score
How will you increase Alzheimer's Awareness in your community? Include 2 to 4 goals, the key dissemination or promotional activities, and the communities you plan to reach. (5x2)  (500 word max)	/10
Who will do the work (staff, contractors, partners)? What experiences do they have that will help make this project successful?  (200 word max)	/5
How did community inform the promotional tactics (materials, events)? How will community stay involved to make sure your project is meaningful and inclusive?  (200 word max)	/5
Total points for this section	/20

**Project Alignment (10 points)**

Evaluation Criteria	Score
Described how your proposed strategy will do one or more of the following: 1) promote the benefits of early detection and the importance of discussing cognition with a healthcare provider; 2) outline the benefits of cognitive testing, the early warning signs of cognitive impairment, and the difference between normal cognitive aging and dementia; and/or 3) provide awareness of Alzheimer's disease and other dementias.  (300 word max)	/5
How will your project connect to at least of the strategies in the Educate and Activate area of the Minnesota Dementia Strategic Plan (MDSP)?  (300 word max)	/5
Total points for this section	/10

**Expected Results and Measuring Success (10 points)**

Evaluation Criteria	Score
Described what outcomes the organization hopes to achieve? (200 word max)	/5
Described how the organization will know the project is successful? (200 word max)	/5
Total points for this section	/10

**Budget and Budget Justification (5 points)**

Evaluation Criteria	Score
Budget is consistent with the proposed goals and activities (consider allocation, alignment, and appropriateness)	/5
Total points for this section	/5

**Alzheimer's Awareness Examples (10 points)**

Evaluation Criteria	Score
Promotional materials (social media posts, flyers, radio ads, infographics, event plans) align with the 3 focus areas for Alzheimer's and Related Dementia's. Materials could be adapted for cultural or linguistic relevance. (5x2)	/10
Total points for this section	/10

**Total Points (60 points)**

Summary and notes	
Reviewers, please add any additional notes or comments here:	
Total points for this application	/60

## ALZHEIMER'S AWARENESS GRANTS

Healthy Brain Initiative  
Minnesota Department of Health  
PO Box 64882  
St. Paul, MN 55164-0975  
[health.healthybrain@state.mn.us](mailto:health.healthybrain@state.mn.us)  
[www.health.state.mn.us](http://www.health.state.mn.us)  
10/10/2024

To obtain this information in a different format, contact: [health.healthybrain@state.mn.us](mailto:health.healthybrain@state.mn.us)