



— Massachusetts —  
COMMUNITY HEALTH AND  
HEALTHY AGING FUNDS

## Inquiry of Idea Attachment Guidelines

### General Tips

- Ensure your proposal is as clear and concise as possible
- Consider asking a colleague who isn't familiar with your idea or program to review the Idea or Proposal and give feedback
- Spend most of the narrative articulating the idea and what your organization will do
- Spell out acronyms at least once

### Presentation

- Maximums: 20 slides for Healthy Aging and PSE; 40 slides for CHIP
- Answer questions in order; ensure it is clear when you are addressing each question
- Use a font that is easily readable
- Develop bullet points or short sentences
- Use art to help convey your message
- Create clear labels for charts and graphs
- Make slide backgrounds subtle and consistent
- Use high contrast between background and text colors
- For Healthy Aging and PSE, save document as Funding Opportunity\_Organization Name IOI. Example: PSE\_Health Resources in Action IOI
- For CHIP, save document as CHIP\_Organization Name Proposal. Example: CHIP\_Health Resources in Action Proposal

### Video

- Maximums: 15 minutes for Healthy Aging and PSE; 30 minutes for CHIP
- Draft a script or outline for your video
- Use a camera with a tripod if you're filming yourself
- Light your recording area so it isn't too dark
- Speak into a microphone to get clear audio
- Maintain a clean background
- Record multiple takes of the video so you can choose different shots
- Upload the video to YouTube and publish as "Unlisted" - for directions please visit the [FAQ page](#) under the Submitting Your Idea section. If you are having trouble with YouTube, contact [CHFUND@hria.org](mailto:CHFUND@hria.org) as soon as possible.