



Idaho Drug Education & Awareness (IDEA) Campaign Grant

Applicant Questions

#	Question NOFO or Application	NOFO Section (if applicable)	Application Component & Section (if applicable)	Question	Response
1	NOFO	Executive Summary	-	What is the grant award period?	The grant award period is August 12, 2026-June 30, 2027.
2	Application	-	All	Where can you find the application component templates?	The application component templates for the Application Cover Sheet, Action Plan with Milestones & Timeline, Cost Proposal/Budget & Budget Justification, Organizational Profile & Capacity Statement, and Certifications & Assurances Form can be found under “ <i>Application Component Templates</i> ” at https://prevention.odp.idaho.gov/idea-campaign-grant/
3	Application	-	Campaign Proposal & Project Narrative	Can the campaign creative concept proposal be an extension/expansion of an existing campaign?	Applicants are welcome to propose whatever campaign concept(s) they would like via the Campaign Proposal & Project Narrative application component. Applicants are encouraged to thoroughly review NOFO, funding scope of work, and application materials when considering what campaign creative concept(s) they choose to propose. While applicants are able to propose any campaign concept(s) they choose (and can therefore propose expanding/extending an existing campaign), considering the focus and scope of this specific funding opportunity, applicants are encouraged to include at least one new campaign creative concept in their proposal.
4	NOFO	III. Grant	-	For the Application Components and	Applicants can convert the completed Microsoft

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		Application Requirements & Submission Information		Templates (outlined in NOFO section III.B. Application Components) - the templates for the Application Cover Page, Campaign Proposal & Project Narrative, Action Plan with Milestones & Timeline, Cost Proposal/Budget & Budget Justification, and Organizational Profile & Capacity Statement are provided in a Microsoft Word format (.docx). Can applicants convert the completed Microsoft Word document templates into a single combined PDF for submission, with the Application Cover Page as the first page and the remaining components in the order listed in NOFO section III.B?	Word document application materials into a PDF format, and save all of the application components as one PDF file (in the order listed in NOFO section III.B.). Whether applicants submit application materials (a) in Microsoft Word or PDF format, and (b) as separate files per component or combined into one file, is up to the applicant. Both file formats and both submission structures are acceptable.
5	Application	-	Campaign Proposal & Project Narrative (Section 2. Creative Concept & Messaging Proposal)	In the Campaign Proposal & Project Narrative application template, under section 2. Creative Concept & Messaging Proposal, applicants are asked to propose one or more creative concepts. Can applicants include visual treatments of those concepts directly within the applicant response spaces on the template, so that the Review Committee can view the creative alongside the written rationale?	Yes, applicant responses for the Campaign Proposal & Project Narrative can include visuals or visual treatments alongside written responses. Although the Campaign Proposal & Project Narrative template instructions do not explicitly reference visuals the way the Organizational Profile & Capacity Statement template instructions do, this silence does not preclude applicants from including visual treatments within their responses.
6	Both	III.B. Application Components (#6 Key Personnel & Resumes/CVs)	Organizational Profile & Capacity Statement (Section 4. Experience Managing Similar Campaigns)	In addition to the required key personnel resumes & CVs submitted with the application, can applicants include a supplemental appendix of work samples from prior statewide public health and prevention campaigns, to demonstrate their production capability and the quality	Yes, applicants may include a supplemental appendix of relevant prior work samples with their application. However, supplemental materials will not factor into scoring or points. Please clearly label the appendix as “Supplemental Materials.” Additionally, all applicants are required to describe their experience managing similar campaigns in

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				of finished assets?	sections 4 and 4.1 of the Organizational Profile & Capacity Statement component of the application.
7	General	-	-	If a state agency is awarded the grant, does ODP expect the agency to obtain any required spending authority through the Division of Financial Management (DFM) and/or the Joint Finance Appropriations Committee (JFAC) before incurring reimbursable expenses?	Any public entity that is awarded the sub-grant will need to work with their budgeting office regarding how to receive and utilize the funding. State of Idaho agencies should contact the Division of Financial Management (DFM) for direction.
8	General	-	-	Does ODP expect any potential state agency recipient to comply with their normal Idaho procurement requirements for marketing, creative, research, media buying, and related services, even with the compressed implementation timeline?	ODP does not have the authority to waive or grant exemption from any procurement law or requirements. Therefore, yes, if awarded, public entities must comply with relevant procurement laws, procedures, and requirements.
9	General	-	-	If an application identifies an existing contractor or partner, is that simply intended to demonstrate the applicant's capability, or does ODP expect that specific contractor to perform the work if the grant is awarded?	ODP will not hold the sub-grantee responsible for specific level work by identified subcontractors and partners. The awarded sub-grantee will determine how subcontractors and partners will be utilized.
10	General	-	-	How does ODP envision state agencies obtaining any necessary spending authority and completing required procurement processes within the compressed implementation schedule?	ODP is not responsible to advise applicants or any sub-grant recipient on obtaining necessary authority to utilize the funding. See response to question #7 above for further clarification.
11	NOFO	I.B.IV. Campaign Implementation; IV.A. Application & Award	-	If budget or procurement processes extend beyond the anticipated campaign launch date of September 15, 2026, does ODP have any flexibility	Adherence to the outlined campaign implementation timeline is required, exceptions to delay the campaign implementation start date will not be considered. The only permitted flexibility is



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		Timeline		in the implementation timeline?	to complete deliverables and begin campaign implementation ahead of the outlined schedule, but only with ODP approval.
12					
13					