

Say Something Strong Influencer Application



We seek to fund projects that use grassroots methods to promote awareness of health issues and healthy behaviors related to COVID-19. Any individual age 16 or older who lives in North Carolina, or an organization based in North Carolina, is eligible to apply. To be funded as a social influencer, you should have your own established audience in Durham, North Carolina. You may be a vocal member of a parent group, a small business owner that serves our community, or a student leader of a school organization, or have a large following online, or more. Some examples of what possible projects may focus on include:

- Healthcare access and equity
- Trust in healthcare and health research
- Health-related misinformation
- Social, political, environmental, and/or economic impact of the COVID-19 pandemic
- Mental health
- Or other

We will give priority consideration to journalistic organizations or projects that have an impact on historically marginalized demographics.

Funded social influencers will be paired with Be Connected Durham & Beyond to facilitate managing grant funds. Bull City Strong consultation will help ensure scientific accuracy of content creation.

Award amounts

A total of three awards of \$5,000 and one award of \$15,000 will be given to the winning applicants. Please indicate which award amount you feel is necessary based on the scope of your project. Awardees are not guaranteed to receive their requested amount; award determinations will be made based on a number of factors when considering all applicants.

For questions or more information, email BullCityStrong@dconc.gov or call 919-560-7702.

Applicant Information:

FULL NAME: _____

PHONE NUMBER: _____ EMAIL ADDRESS: _____

CITY, STATE, AND ZIP CODE: _____

ORGANIZATION/AFFILIATION (WRITE "INDEPENDENT" IF NOT APPLYING ON BEHALF OF AN ORGANIZATION): _____

COLLABORATOR'S NAME, EMAIL ADDRESS, AND ROLE (IF APPLICABLE): _____

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Project Information:

DESIRED AWARD LEVEL (CIRCLE ONE): \$5,000 / . \$15,000

PROJECT TITLE (OPTIONAL): _____

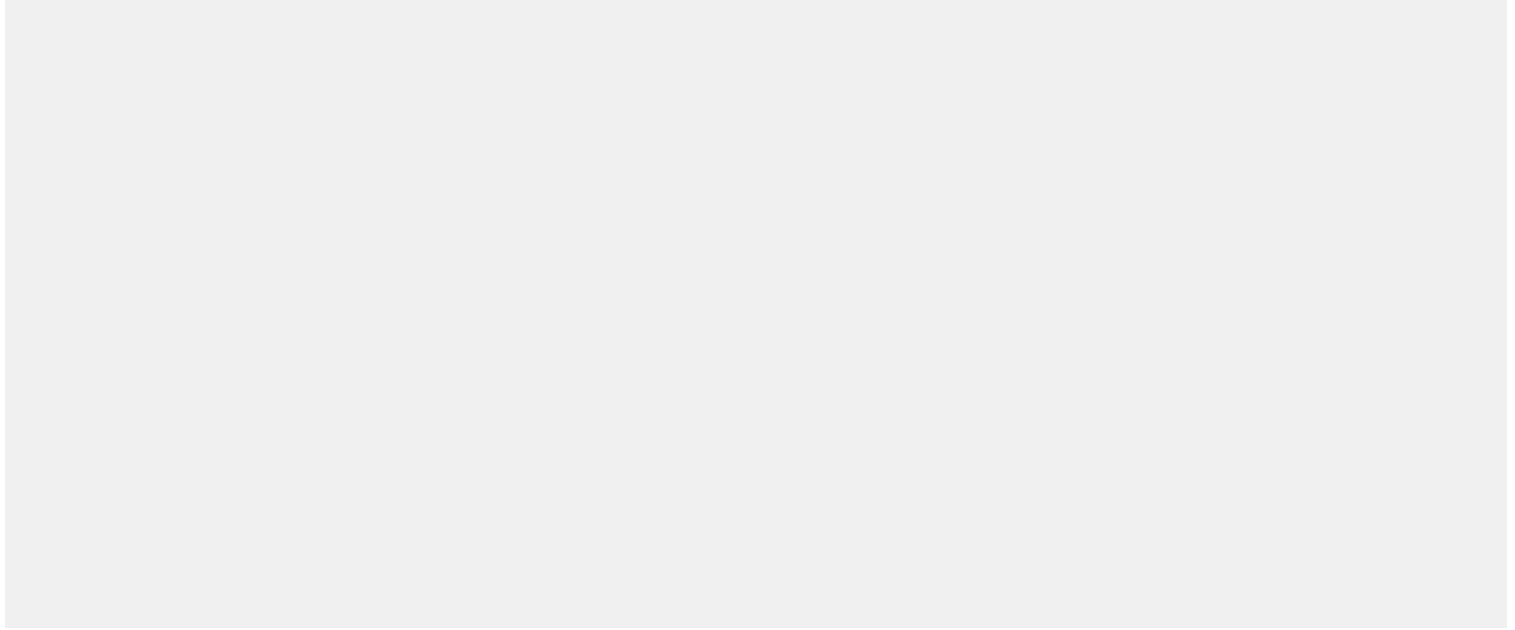
Which topic will be your project's focus? (select all that apply)

- Healthcare access and equity
- Trust in healthcare and health research
- Health-related misinformation
- Impacts of the COVID-19 pandemic
- Mental health
- Other _____

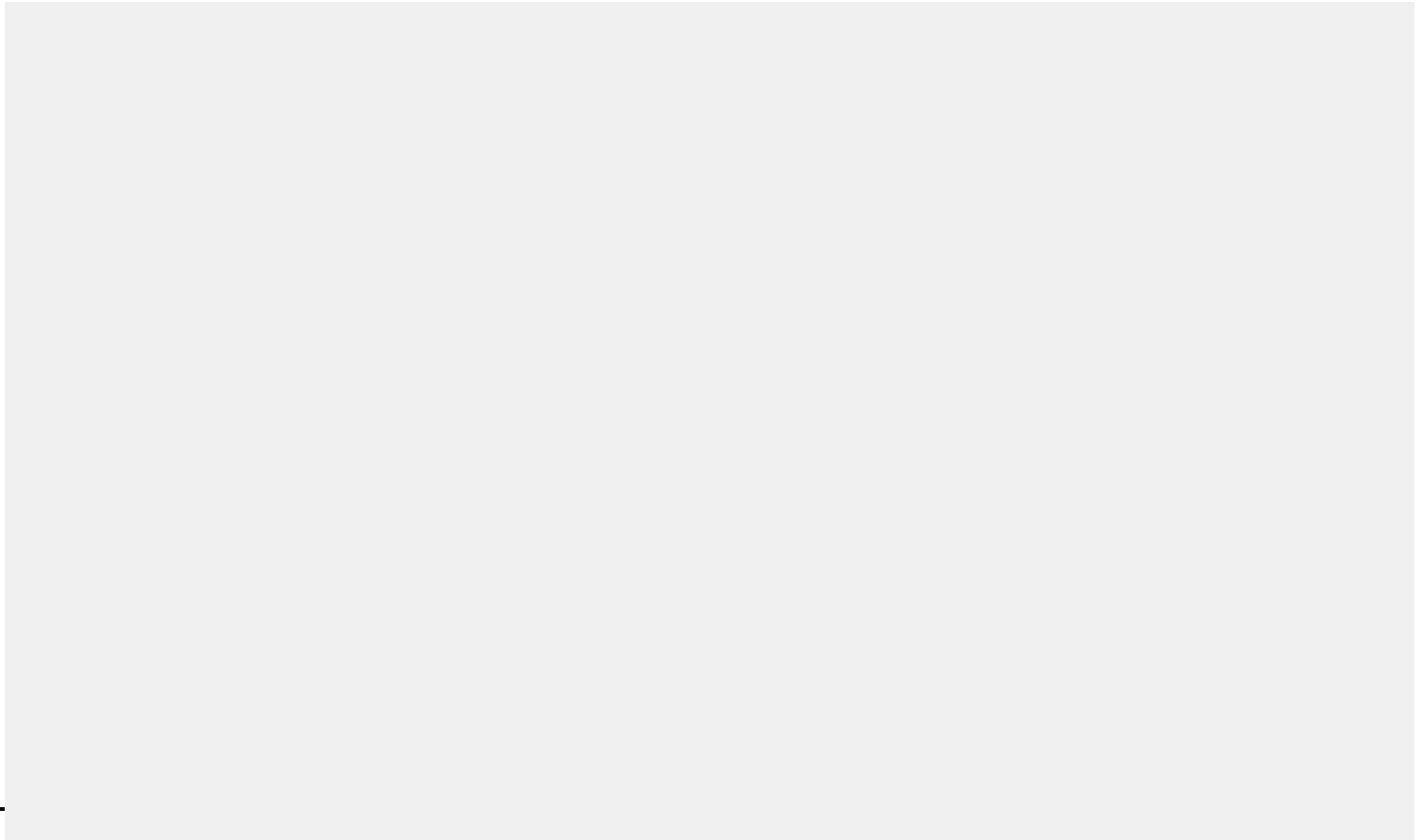
Describe who you are, what makes you a social influencer and who you can influence on what. If you are a social media influencer, please include your social media handles.

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Provide examples of your influence. Examples may include links to online blogs or web pages; evidence of programs you have led or presentations you have given in the community; or other. Please include links or upload files if applicable. Files may be uploaded below. (Printed materials may be stapled to the application. Digital or other materials may be emailed to BullCityStrong@dconc.gov if needed)

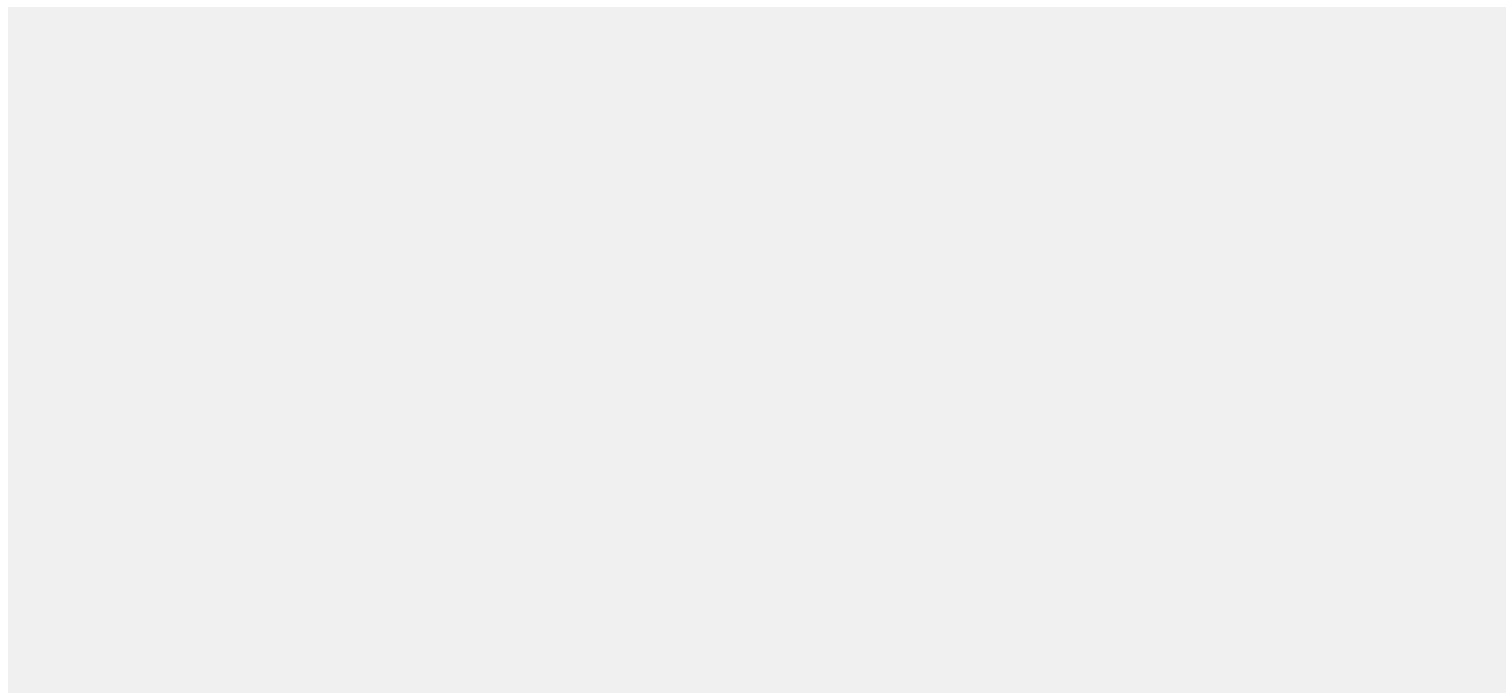


Provide a description of the issue/problem you are going to address and how you plan to address it, including the key concepts of your proposed project, what health-related issue you plan address, deliverables, and how you would present them to the Durham community.

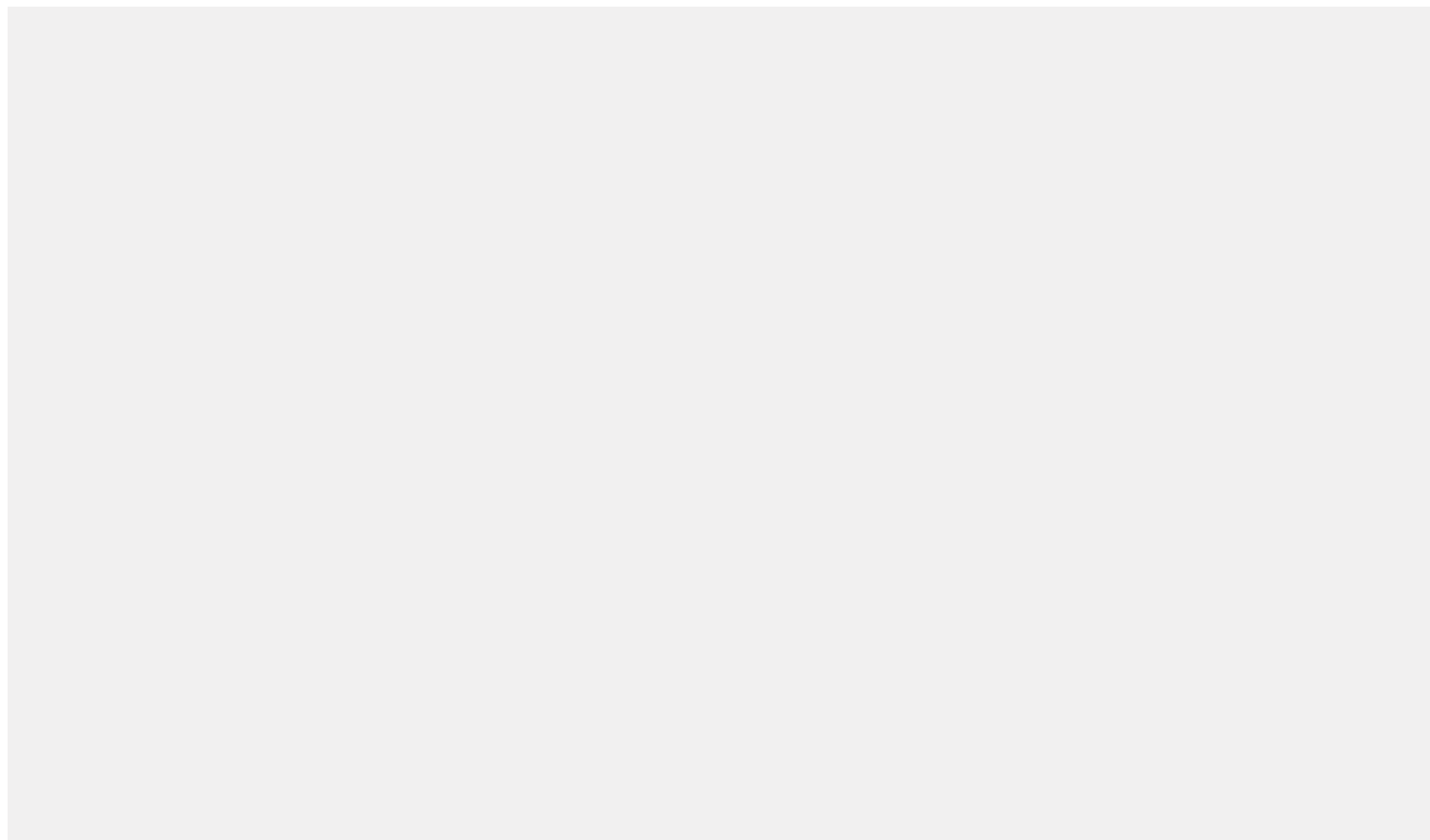


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Describe the grassroots campaign strategies you plan to use in your campaign. If applicable, please possible hashtags, tags, and/or other indexing methods.

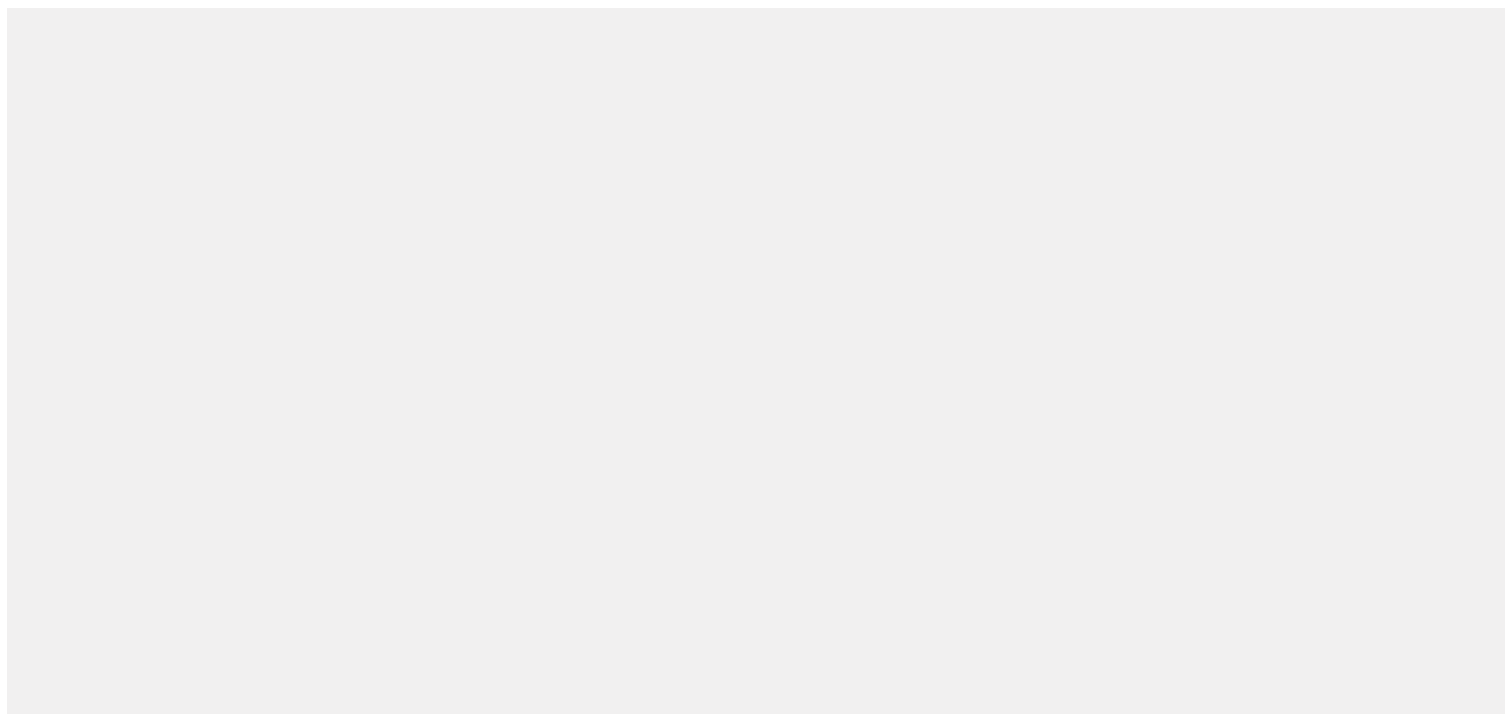


Impact Statement: Describe how you can influence the Durham Community and what demographic(s) you expect to impact. We are particularly interested in how your work may impact historically marginalized communities.



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How will you measure or quantify your impact? Priority consideration will be given to influencers that have an impact on a historically marginalized demographic.



Please staple any supplemental materials to the application or email them to BullCityStrong@dconc.gov.

