

# Developing a PowerPoint® Presentation for RCO Grant Applications

In many RCO grant programs, applicants must make PowerPoint® presentations to participate in the technical reviews and evaluations. This document provides guidance for developing your presentations.

## **Technical Review**

Participation in technical review is not required but is highly recommended. It serves as a practice session for the upcoming evaluation and gives you valuable feedback. The focus of review is on eligibility and the technical aspects (scope, design, cost, feasibility, etc.) of your project. You may present your project in-person in Olympia or remotely via GoTo Meeting® or similar technology.

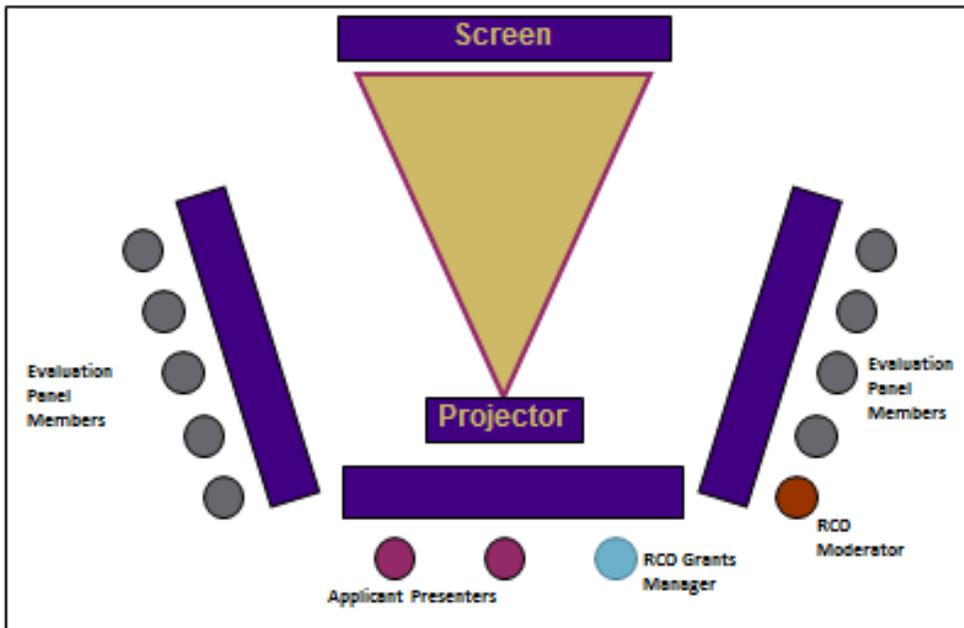
## **Evaluation**

Participation in the project evaluation meeting is mandatory for all projects to be considered for funding. All evaluation presentations are given in person in Olympia.

## **Presenters**

RCO recommends that applicants have two presenters: one to do the majority of the speaking and the other to advance the slides and use a laser pointer as needed. Other individuals may accompany the main presenters if they have technical or special expertise pertinent to the project. If needed, these individuals may be called upon to deliver bits of critical information throughout the presentation or to help answer questions at the end.

## Typical Room Set-Up for In-Person Technical Review and Evaluations



### Presentation Format

Develop your presentation in a manner that easily explains your project to the advisory committee. The following are a few things to keep in mind:

#### Overall Structure

- Introduction
  - Begin with a title slide and brief statement of the scope of your project
  - Then show location maps for orientation. Don't assume everyone on the committee knows about your community.
- Respond to all evaluation criteria noted as scored by the advisory committee in the [grant program manual](#) and respond in the same order. Carefully review the evaluation questions and make sure you answer the questions. This is the Number 1 complaint from evaluators...that applicants don't read and fully address the criterion.
- Do NOT respond to the evaluation criteria noted as scored by RCO Staff in the grant program manual.
- End with a photograph or site plan.

#### Photos, Photos, Photos!

- The reason applicants are asked to use PowerPoint® is to give you the opportunity to visually take the evaluators to the project site. Evaluators are looking for maps, site plans, aerial views, and ground shots of the site.
  - Fill the screen with your images and reduce or eliminate unnecessary margins.

- Make sure you outline the project area on all slides and include a north arrow on your aerials, oblique views, and maps for orientation purposes.
- Do not crowd one slide with a lot of tiny pictures. Enlarge the images so they are clear and easily viewed.
- Show images of people using your sites to help convey the experience.

#### General Formatting

- Number and label all slides. Include the criteria title on your slide so it is clear which criterion you are addressing.
- Provide clear and meaningful maps, photographs, and other graphics.
- Use a standard font and colors that show well at a large scale.
- Use **bold** lines, circles, arrows.
- Have a limited amount of on-screen text. Use bullet points instead of sentences. Eliminate (if that's possible) or minimize the use of text slides. Evaluators do not want to read your script. If there is a key point – use one or two short bullets along with a photograph to illustrate your point
- Do NOT be too flashy and do NOT include animation or sound.
- Make sure slides are oriented the same way in the presentation.
- Maps should include a north arrow and labels for any major highways, roads, cities, etc.

#### Other Reminders and Tips

- Slides, graphics, and photographs may be used more than once.
- Stay within the allotted time, which varies by grant program.
- Do NOT try to be funny or make any jokes. It rarely goes over well.
- DO bring some inflection of voice and enthusiasm for your project.
- Do NOT bring copies, handouts, photographs, brochures, or other promotional materials.
- Practice, practice, practice! We strongly recommend you rehearse with someone not familiar with your project.
- Also, view your presentation with a projector so you can see how your graphics look up on a screen and whether they are easy to read.

**NOTE:** Examples of complete PowerPoint® presentations are available in PRISM or through the [Project Search](#) feature on RCO's Web site. Applicants may view most project attachments for any project in PRISM, including evaluation PowerPoint® presentations for past funded projects. Reviewing a few examples may be helpful in preparing your presentation.

## Attach Presentations to PRISM

To have sufficient time to ensure your presentation is ready for review or evaluation, please attach your PowerPoint® presentation to your project in PRISM at least 3 days before the scheduled presentation date. If you have trouble uploading to PRISM, contact your grant manager – you may be able to e-mail it. RCO staff will load the presentation onto our equipment, test its functionality, and have it ready at your scheduled time.

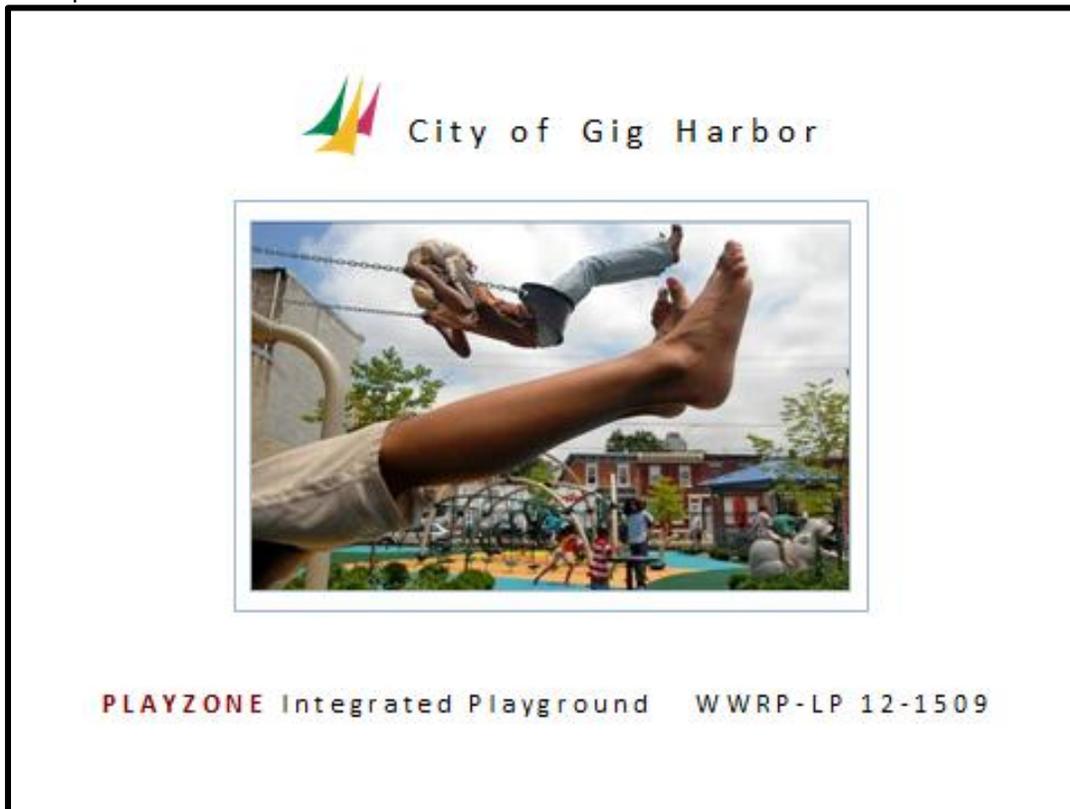
*Important Note: Do not bring your presentation to the meeting on a jump drive or disc. We cannot use it due to information technology security protocol.*

For additional information or assistance with your presentation, please contact your RCO outdoor grants manager.

## Introductory Slides

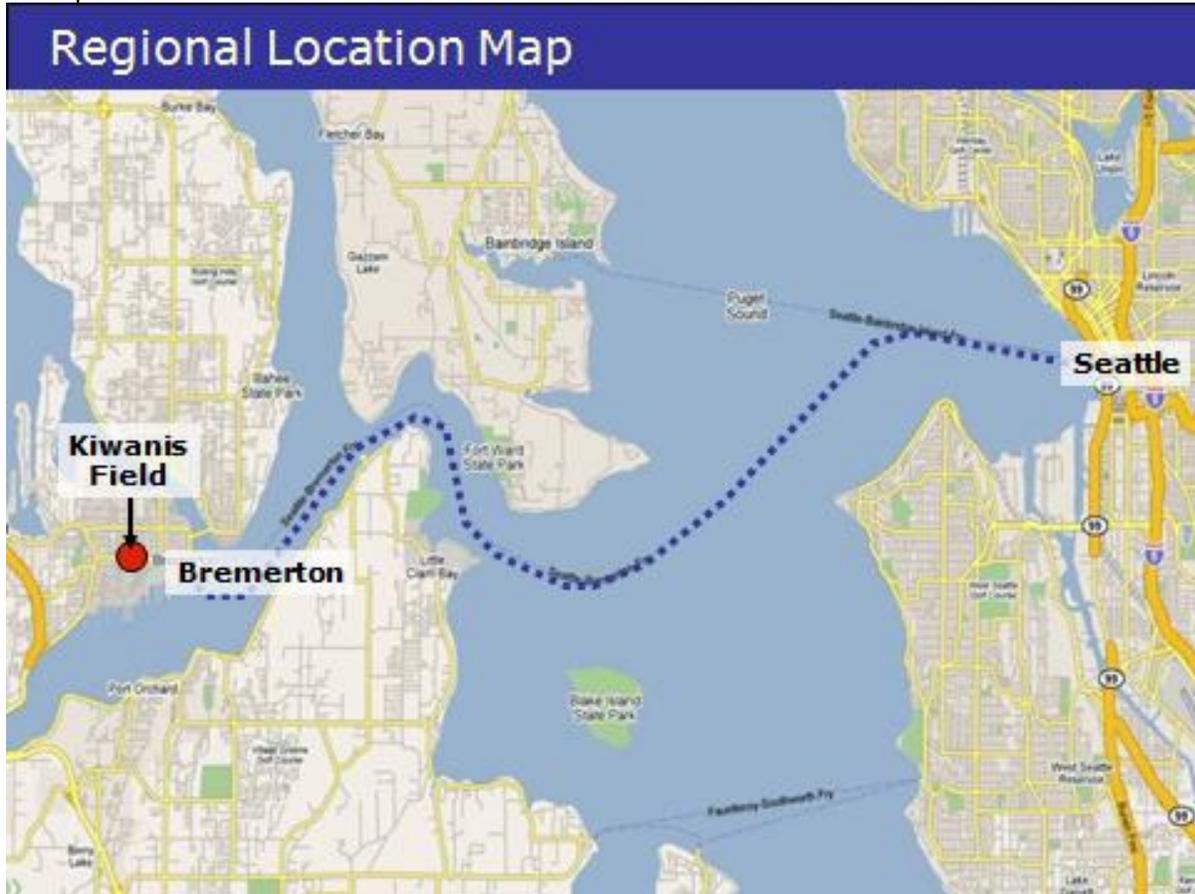
Title slide: This slide includes the title of the project, the project number, the grant program and category, and the name of the applicant's organization. This slide also may include a photograph or graphic of the project site.

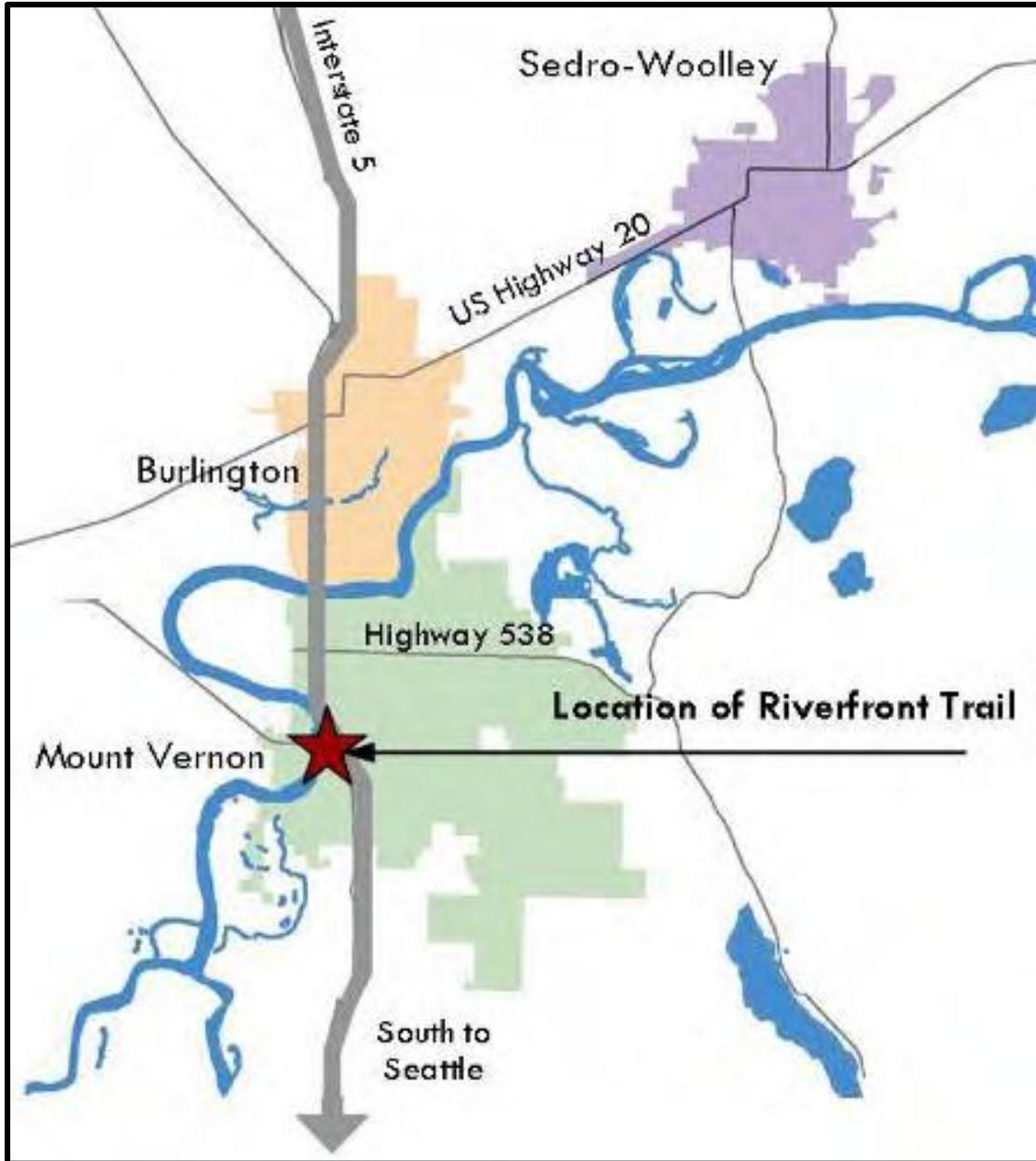
Example:



Regional Location Map: This map should show the location of the project in a geographic region of the state. The regional map should identify the county, incorporated areas, major highways, and water bodies, etc., so RCO staff and evaluators can locate the general worksite to within a few miles.

Examples:





Site Location Map: This map should show the project site in relation to local roads, park or ranger district boundaries, water bodies, landmarks, etc. If possible, show the boundaries of the site on the map.

Example:



## Slides Responding to Evaluation Questions

This is the point in the presentation where you begin responding to the evaluation criteria for the grant program for which you are applying. These criteria are found in the RCO program manuals on RCO's [Web site](#). The number of slides used should be such that you can answer the questions and present your project in its entirety within the allotted time. You typically will include more slides for those evaluation criteria worth more points.

All slides from this point forward should be labeled with the name and number of the criterion that is being addressed. For example, if the first criterion is "Project Need" then #1 Project Need should be put on this slide and on all subsequent slides related to this question's response. Continue to label each slide with the appropriate question name and number until all questions have been answered.

Examples:

**1 - Project Need**



|                                   |                     |
|-----------------------------------|---------------------|
| <b>Natural Open Space Needed:</b> | <b>200.00 acres</b> |
| <b>Project Provides:</b>          | <b>325.12 acres</b> |
| <b>Trail Miles Needed:</b>        | <b>8.11 miles</b>   |
| <b>Project Provides:</b>          | <b>3.90 miles</b>   |

*– Level of Service Standards from 2006 Comprehensive Parks and Recreation Open Space Plan.*

## 2 - Project Scope

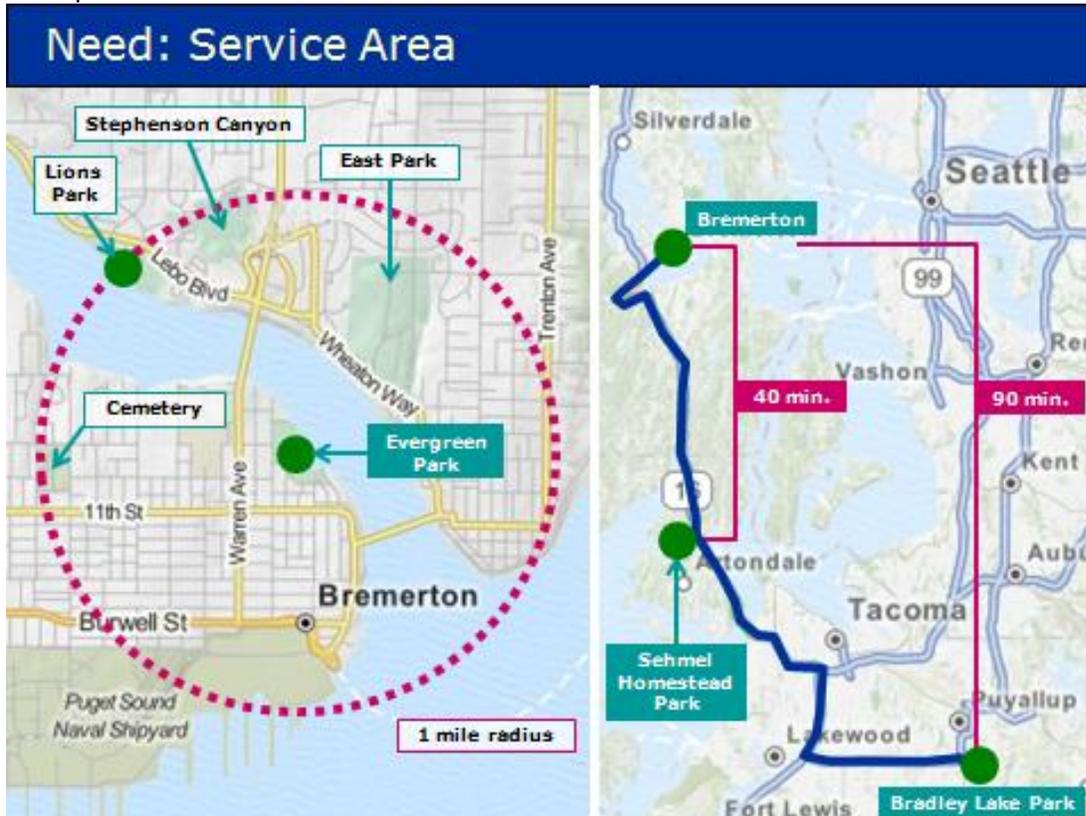


## 3 Immediacy of Threat



Service Area Map: You may want to include a service area map or aerial view to help demonstrate the need for your project. It should show where the predominant service area is. It also should show all other similar facilities in the service area and their vicinity to the project site location.

Example:



## **Use Pictures, Site Plans, and Graphics to Tell Your Story**

You should provide clear, aerial views and/or ground shot photographs so the evaluators become familiar with the site being proposed for development, restoration, acquisition, planning, or maintenance. Photographs of existing site conditions also are effective to illustrate what needs to be improved.

*Examples:*

### **Playground Area in Need of Accessibility and Safety Upgrades**



### Soccer Field in Need of Renovation



### Railroad Bridge Illustrating a Gap in a Trail Corridor



These slides show ways of illustrating what exists on-site and what is being proposed for development:

Existing



Proposed



Existing

Proposed

Aerial Photos: Helpful for acquisition projects to show the potential “threat” of development. They also can be useful for development and restoration projects.

Example:



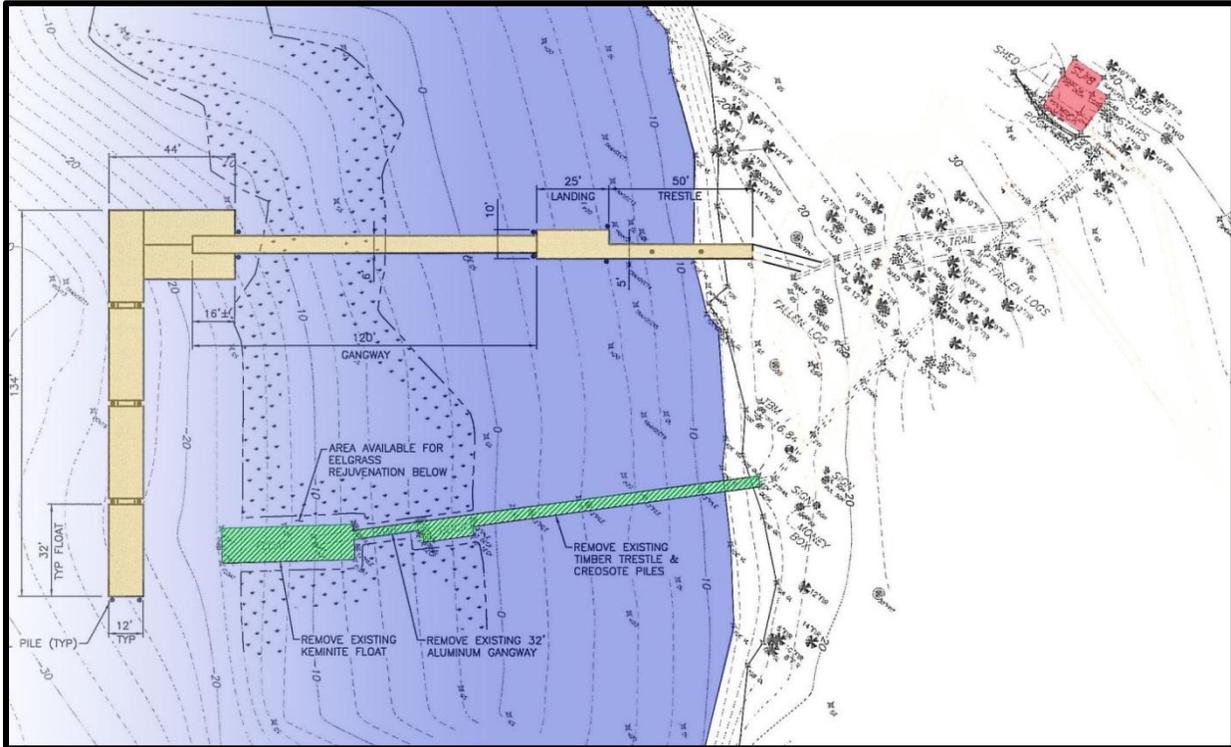
Conceptual Site Plan (acquisition projects only) provides a visual diagram of the intended future use or development of the property.

Example:



Development Site Plan (development projects only) shows the proposed improvements at the project site. Development site plans should show site boundaries, major site features, and proposed project elements. Existing and future elements should be distinguished from those in the current project. Master, schematic design, design development, and construction document level plans typically are suitable for development site plans.

Example:



Parcel Map (acquisition projects only) shows the parcels to be acquired as well as adjacent land ownership. Show the parcels in relation to local roads, landmarks, etc.

Example:

