

MDA PR GRANT PROGRAM GUIDELINES

2025 APPLICATION CYCLE

APPLICATION DEADLINE: October 31, 2025

TOTAL FUNDING AVAILABLE: \$30,000 | **MAXIMUM AWARD PER PROJECT:** \$5,000

PROGRAM OVERVIEW

The Michigan Dental Association Public Relations Grant Program provides funding to help local dental societies educate the public and promote oral health in their communities. For the 2025 application cycle, the MDA will award up to **\$30,000** in total funding, with individual grants of up to **\$5,000 per project**.

Projects should focus on **meaningful community engagement**, not just product giveaways. Successful examples include school-based education programs, fluoride awareness campaigns, and mobile dental outreach events.

ELIGIBILITY

- Only MDA component (local) dental societies are eligible to apply.
 - Components may submit multiple applications, provided each project has a **minimum projected budget of \$1,000**.
 - Projects must:
 - Be targeted to the **general public**
 - Take place between **January 1 and December 31, 2026**
 - Promote or educate the public about the importance of oral health
 - Projects that donate to charities or provide direct free dental care are **not eligible**
 - Only complete applications will be considered
 - Applications must be submitted by **11:59 p.m. on October 31, 2025**
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EVALUATION CRITERIA

The MDA Member Committee will review and score all eligible applications based on:

- **Alignment with MDA's mission** to increase oral health awareness
- **Community impact** – scope, relevance, and projected reach
- **Creativity and engagement** – innovative or unique project elements
- **Feasibility** – realistic budget, clear goals, and achievable timeline

Submitting an application does not guarantee funding. The MDA reserves the right to determine which projects are funded and at what amount.

NOTIFICATION

- Selected grant recipients will be notified in **early December 2025**
 - A public announcement will follow
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POST-EVENT IMPACT REPORTING (REQUIRED)

All grant recipients must submit a **Post-Event Impact Report** within **4 weeks** of the event. The report must include:

- A 250–500 word narrative summary of the project
- Key metrics (e.g., number of attendees, reach, materials distributed)
- At least **3 high-resolution photos** with permission for public use
- A budget reconciliation showing how grant funds were used
- Reflection on lessons learned, successes, and recommendations for future events

Submit completed reports to:

Rich Evans, Director of Marketing and Communications | revans@michigandental.org

TERMS & CONDITIONS

- The MDA PR Grant Program is subject to all federal, state, and local laws.
- By accepting a grant, recipients authorize the MDA to use submitted photos, project summaries, and component names in promotional materials without additional permission or compensation.
- Decisions made by the **MDA Member Committee** are final and not subject to appeal.

