



FY 2011 Request for Partners (RFP) Information & Instructions

PROGRAM INFORMATION

INTRODUCTION

PENNSYLVANIA NUTRITION EDUCATION TRACKS (TRACKS) reimburses agencies for costs incurred providing nutrition education for persons who receive or are eligible to receive Supplemental Nutrition Assistance Program benefits. TRACKS is funded by the federal [Supplemental Nutrition Assistance Program](#) (SNAP). The Pennsylvania Department of Public Welfare (DPW) administers the SNAP in the Commonwealth of Pennsylvania. TRACKS implements the Commonwealth's plan for providing nutrition education to adults and children eligible to receive Supplemental Nutrition Assistance Program Education (SNAP-Ed). Additional information about SNAP-Ed can be found in the [Supplemental Nutrition Assistance Program Education Plan Guidance](#) and [Guiding Principles](#).

Public and private agencies and organizations that offer nutrition education activities for eligible audiences are invited to submit a proposal to participate in TRACKS as Local Partners (LP's). Eligible audiences are defined as individuals or families currently receiving or eligible to receive Supplemental Nutrition Assistance Program benefits. Eligible audiences may also include those in which at least 50% have household incomes less than 185 % of the federal poverty level and meet all other categorical, non-financial SNAP requirements, such as U.S. citizenship and non-incarcerated status. Accepted proposals are compiled into a state SNAP-Ed plan by the Management Entity (ME) at the Pennsylvania State University (PSU), which administers SNAP-Ed in PA for DPW. SNAP-Ed funds are provided through a direct contract between a successful proposal applicant and PSU; further subcontracting of SNAP-Ed activities on the part of the applicant is discouraged, and all such subcontracts *must be approved by the TRACKS ME prior to inclusion in a proposal.*

SNAP-Ed Structure in PA: TRACKS

TRACKS programming is delivered according to three programming plans, referred to as “tracks”, that encompass nutrition education objectives, curricula, educational strategies, and evaluation tools to be used with each life-cycle specific target audience: [adults/seniors](#), [school-age children](#), and [preschool children](#). Local Partners are required to develop and deliver SNAP-Ed activities based on one or more of these tracks. Each track has an approved curricula list and a recommended core curriculum. Local partner projects must choose curricula from this list, and are asked to strongly consider using core curricula. **Please review Track descriptions and approved curricula lists carefully before continuing with the RFP to ensure eligibility and appropriateness of the proposed work.**

The USDA Food & Nutrition Services (FNS) outlines the goal of the national SNAP-Ed program in the *Guiding Principles*:

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“The goal of SNAP-Ed is to improve the likelihood that persons eligible for the Supplemental Nutrition Assistance Program will make healthy food choices within a limited budget and choose physically active lifestyles consistent with the current Dietary Guidelines for Americans and MyPyramid.” (SNAP-Ed Plan Guidance, 2009)

To meet this goal, FNS calls for the use of science-based, behaviorally-focused interventions that focus on a limited set of key outcomes. Interventions are evidence-based and evaluated as meaningful to the target audience with impact on behavior change. Additionally, SNAP-Ed activities must be compatible with the most recent dietary information and recommendations outlined in the [2005 Dietary Guidelines for Americans](#) and [MyPyramid](#) Food Guidance System.

TRACKS addresses these larger goals by tailoring nutrition education messages, objectives, and evaluation processes to address the most urgent nutrition education needs of persons eligible for Supplemental Nutrition Assistance Program benefits, as defined by FNS:

- Eat fruits and vegetables, whole grains, and nonfat or low-fat milk products every day.
- Be physically active every day as part of a healthy lifestyle.
- Balance calorie intake from foods and beverages with calories expended.

TRACKS FUNDING STRUCTURE

TRACKS is a cost reimbursement program that requires 100 percent public, non-federal cost share. The federal SNAP reimburses every dollar of local, public, non-federal money used for approved nutrition education activities. Each applicant must secure cost share that meets the dollar amount of the USDA reimbursement. Local Partners are required to provide 16% of their cost share as an administrative fee. The ME uses the operating cost share to implement, manage and administer SNAP-Ed in PA. TRACKS reimburses up to 50% of a local partner's *allowable* expenditures. Cost share resources secured by Local Partners plus USDA reimbursement cover the total costs of the Local Partners' approved SNAP-Ed programming, including administrative costs.

TRACKS is funded annually for the federal fiscal year that begins October 1 and ends September 30 of the following calendar year. The current application covers the funding period from October 1, 2010 through September 30, 2011. SNAP-Ed activities funded for this fiscal year must take place during this time period.

Local Partners may apply for SNAP-Ed funding each year, and are considered for proposal submittal in subsequent cycles as long as they remain viable, effective, and well managed. *All SNAP-Ed funding is subject to the availability of funds from the Federal Government.*

Upon final approval from USDA-FNS for the FY 2011 State SNAP-Ed Plan and receipt of a fully executed contract from DPW, PSU issues subawards to Local Partners. This formalizes the contractual relationship between PSU and the local partner. After representatives from both PSU and the local partner have signed the contract, both parties are obligated to adhere to the specifications of that contract. Local Partners are held responsible for ensuring that any subcontracting agencies or purchased services that were approved for inclusion in their proposal carry out the intended plan of work as described in the proposal.

Private organizations may participate in SNAP-Ed activities provided that the cost share is paid from non-federal public money. For example, a private non-profit agency may have a municipal contract

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to provide services that fall within the parameters of SNAP-Ed.

Private funds can be a viable cost-share source for SNAP-Ed programming, since the funds enter a public, audit-accessible funding stream when donated to the agency, and are committed to the ME at Penn State University, a public institution. Cost share documentation should identify these funds as agency general operating funds. Refer to the “Use of Private Cash Donation Waivers” section of the FNS [Cost Policy](#) for more information about restrictions on the use of private funds for cost share. *Applicants interested in using private funds as a cost share source must contact the ME at 814-863-0074 prior to submitting their proposal and are required to submit a Private Funds Waiver for each cost share source.*

Reimbursement Process

Local Partners submit an invoice listing both the cost share and the reimbursable USDA expenses incurred for SNAP-Ed programming on a regular basis, no less than quarterly. Cost share verification documentation *must* be submitted with request for reimbursement. Upon verification and processing, PSU issues a check to reimburse the approved expenses detailed in the invoices.

Description of Cost Share Funding Sources

If an agency or organization uses state, county or municipal funds to conduct nutrition education for the target audience, those funds, or activities conducted with those funds, are allowable as cost share if they are not used as cost share in another federal program. Salaries of staff who participate in a SNAP-Ed local partner project can be used as cost share if they are paid by state, county, or municipal funds not used in another federal cost share program. *Funds at the state, county, or municipal level originating from a Federal Block Grant or any other federal program cannot be used for cost share in this program.* Allowable cost share follows the same parameters for allowable costs, as outlined in the [Cost Policy](#).

Examples of *allowable* cost share for SNAP-Ed activities:

- Locally funded teachers’ salaries.
- Materials and supplies purchased during the fiscal year and paid for from non-federal public sources.
- Salaries of Penn State Cooperative Extension staff paid from local sources (i.e. not Expanded Food and Nutrition Education Program (EFNEP) which originates from federal sources).
- Space (rental) from a public source. Fair rental may only be used if the space is not publicly owned. When space is publicly owned, either the depreciation or use method may be used. FNS has also approved a simple space calculation.
- Private cash donations that meet certain conditions, such as patient fees from private insurance.

Examples of funds *not allowed* as cost share for SNAP-Ed activities:

- Women Infants Children (WIC is federally funded in Pennsylvania).
- Federally funded teachers’ salaries.
- Programs supported by Community Development Block Grant funds.
- School food service employees’ salaries.
- School wellness programs.

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TRACKS LOCAL PARTNER RESPONSIBILITIES

To maintain statewide consistency in TRACKS programming, evaluation, and fiscal management, the Management Entity issues and updates official TRACKS Policies and Procedures that have been approved by the DPW. Local Partners are required to:

- Comply with and remain knowledgeable about all TRACKS policies.
- Keep their SNAP-Ed staff and subcontractors informed of all TRACKS policies.
- Inform the ME of all publications and presentations developed or delivered with TRACKS funding.
- Include FNS mandated funding, non-discrimination, and SNAP outreach statements on all educational materials intended for the SNAP-Ed target audience
- Include a SNAP-Ed funding credit (either written or verbal) in all professional venues such as presentations, publications, articles, interviews, and all forms of media coverage related to any aspect of TRACKS programming that is partially or wholly funded with SNAP-Ed funds.

Reporting Requirements

Reporting of fiscal, programming, and evaluation activities is required. TRACKS ME staff will provide technical assistance to successful applicants on completion of reports.

Fiscal Reporting

Fiscal reporting requirements include using a web-based system for reporting cost share activities on an ongoing basis, as well as regular submission of other fiscal reports and invoices, no less frequently than quarterly. **A final invoice for FY 2011 is due 30 days after the fiscal year ends; the due date for FY 2011 will be October 30, 2011.**

Program Activity Reporting

Program activity reporting requirements include using a web-based system to report SNAP-Ed program activities, target audience contacts and demographics, and other descriptive information on an ongoing basis. Program reporting must be completed before invoice payment for a corresponding time period can be processed. **All program reporting for FY 2011 is due by October 15, 2011.**

Evaluation Activity Reporting

Local projects participate in statewide SNAP-Ed evaluation activities. Evaluation activity reporting includes submission of a quarterly progress report, and regular forwarding of evaluation tools completed by members of the target audience to the ME for analysis. Local Partners provide additional documents or information as necessary to determine their success in meeting planned objectives. **A final evaluation summary is due September 30, 2011.**

NEEDS ASSESSMENT

The ME has conducted a statewide Needs Assessment for SNAP-Ed programming for FY 2011. All applying agencies must propose SNAP-Ed programming that targets the audiences specified by the statewide Needs Assessment and addresses the core objectives outlined in the track descriptions for these target audiences. If an agency proposes additional SNAP-Ed programming that does not

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address the findings in the statewide needs assessment, an individual needs assessment that justifies this programming must be completed and submitted to the ME. This information is requested on the “Intent to Apply” form submitted prior to proposal submission. **Applying agencies must contact the ME office prior to proceeding with proposal development if they are planning SNAP-Ed programming not aligned with the statewide Needs Assessment.** To complete an individual needs assessment, use the Individual Partner Needs Assessment template. Detailed instructions are located within the template.

PROPOSAL PREPARATION

Overview

The proposal preparation process is a cooperative effort between the ME staff and staff from applying organizations. All accepted proposals are integrated into a statewide Plan at the ME office in State College, PA. ME staff assist and advise during the proposal process. The applying organization has ultimate responsibility for preparation and timely submittal of their proposal.

Proposals for SNAP-Ed funding must describe nutrition education activities that correspond to one or more of the previously mentioned programming tracks: adult/senior, school-age, or preschool.

FY 2011 Proposal Preparation Process

All accepted proposals are integrated into the State Supplemental Nutrition Assistance Program Education Plan. Failure of the statewide plan to follow FNS preparation guidelines may adversely affect or delay review and funding of the entire plan. Therefore, each applicant must follow the proposal guidelines as described here and in the application materials. Failure to do so may preclude inclusion in the State Plan. For questions, contact the ME office:

PENNSYLVANIA NUTRITION EDUCATION TRACKS
135 E. Nittany Avenue, Suite 405
State College, PA 16801
Phone: 814-863-0074
Email: PAtracks@psu.edu

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Read through the entire RFP Information and Instructions document, the Track Descriptions, and the statewide Needs Assessment prior to beginning proposal preparation to ensure eligibility and appropriateness of the planned work. Follow steps A-F during the proposal submission process.

- A. Return a completed *FY2011 SNAP-Ed Intent to Apply* form to the ME office (email, fax, or mail) **no later than Noon, EST, on Thursday, January 7, 2010** to indicate *intent* to submit a proposal.
- B. All applicants are required to participate in a proposal preparation conference with the ME, to take place during February-April, 2010. After receiving notice of intent to apply, the ME will contact applicants to schedule the proposal conference.
- C. New applicants must attend a TRACKS RFP training in January 2010 to complete and submit a proposal. This training familiarizes new applicants with TRACKS RFP for completion and submission, TRACKS programming and reporting requirements. The ME will inform new applicants if the training will be face-to-face or teleconference/webinar format.
- D. Complete the documents listed below, as required, prior to attending the proposal preparation conference. All forms and templates are accompanied by detailed instructions that appear either as separate documents or within the template itself.
- E. If necessary, as proposal documents are prepared, consult ME personnel to ensure accuracy and completeness of all proposal documents. All proposals will be finalized with ME personnel during the proposal preparation conference; *only minor adjustments to proposal documents will be allowed after that date.*
- F. **One digital copy of all required proposal documents must be received by the ME office at least one week prior to the proposal preparation conference date.** (Additional information about document submission is found in G. below.) Documents must be submitted in their original editable format (e.g., Word or Excel) with one exception: documents requiring a handwritten signature (e.g., Assurances, Private Funds Waiver, Cost Share Letters, MOUs) should be scanned in and submitted as PDF files. The original signed Assurances Form, Private Funds Waiver and Cost Share Letters should also be submitted as paper originals. Paper originals of the MOU's do not need to be submitted. **Applicants not submitting documents by due date may be asked to cancel their proposal conference and defer inclusion in the annual State Plan submission.**
- G. Completed RFP documents must be uploaded to a secure site on the Tracks Partner Portal at <https://portal.nutritiontracks.org> on or before the assigned due date. Webinar training on uploading and editing documents on the portal will be provided on February 2 (returning users) and March 11 (new users). New users will be issued login information after completing the required training. The TRACKS Management Entity recommends using Microsoft Internet Explorer (version 6 or higher) to access the Tracks Partner Portal. Other browsers, such as Mozilla Firefox and Safari, permit users to view basic site content, but may limit a user's ability to upload and edit documents.

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FY 2011 RFP DOCUMENTS

DOCUMENT REQUIREMENTS

Form	Status
Applicant Information/Assurances	Required
Local Partner Project Director Responsibilities	Required
Individual Partner Needs Assessment	Optional:Required only if proposed programming not justified by State Needs Assessment
Tracks Programming Summary	Required for each track (adult/senior, school-age, preschool) for which programming proposed
Statement of Work	Required for each track (adult/senior, school-age, preschool) for which programming proposed
Staffing Chart/Budget	Required
Budget Narrative	Required
Cost Share Letter & Questionnaire	Required, one for each cost share source
Space Calculation Form	Optional: Required for each cost share source in which space is used as cost share
Cost Share Summary	Required
Exclusivity Waiver	Required
Private Cash Donation Waiver	Optional:Required only if private funds are used as cost share
Indirect Cost Rate Agreement	Optional:Required only if indirect costs are included on the Budget
Memorandum of Understanding	Optional:Required only if programming in coordination with another organization
Social Marketing Activities	Optional:Required only if social marketing activities are included in proposal
A-133 Audit	Optional:Required only for entities with \$500,000 or more in federal funding
Preparation Checklist	Required

*Some of the documents listed above use form fields. For general tips on working with documents containing form fields, please see *Navigation Tips for Templates with Form Fields* at the end of this document.

GENERAL FORM INSTRUCTIONS

1. Applicant Information/Assurances Form

This form requires original signatures as indicated below.

Applicant Information:

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- *Local Partner Project Title:* The title of the local partner project identifies the main purpose or activity of the proposed SNAP-Ed programming (70-characters maximum).
- *Name and Title of Local Partner Project Director:* Type or print the name and title of the local partner project director on this line, accompanied by the local partner project director's signature and date on the next line.
- *Binding Authority:* Type or print the name and title of the individual authorized to legally bind the applying organization, followed by this person's signature and date on the next line.

Assurances

- Indicate the agency/organization's adherence to each point listed with a signature of the person legally authorized to bind the submitting organization.

Note: Internal Local Partners (PSU only) do not need the signature of the binding authority when the application is submitted. However, a letter of support from your department head or regional director must be submitted with the application.

2. Local Partner Project Director Responsibilities Form

This form requires the original signature of the person designated the local partner Project Director of proposed SNAP-Ed programming.

3. Individual Partner Needs Assessment

The ME has conducted a statewide Needs Assessment for SNAP-Ed programming for FY 2011 (see Needs Assessment section above); all applying agencies must propose SNAP-Ed programming that targets the audiences specified by the statewide Needs Assessment and addresses the core objectives outlined in the track descriptions for these target audiences. If an agency proposes additional SNAP-Ed programming that does not address the findings in the statewide needs assessment, an individual needs assessment that justifies this programming must be completed and submitted to the ME. This information should have appeared on the agency's "Intent to Apply" form; if it was not included, the agency should contact the ME before proceeding with the individual needs assessment. To complete an individual needs assessment, use the Individual Partner Needs Assessment template.

4. Track Programming Summary/Statement of Work

Applicants may propose participation in one or more of the target audience tracks: [Adult/Senior](#), [School Age](#), [Preschool](#). Three track-specific Programming Summary forms are provided. Within a track-specific form, complete the Programming Summary table to list all proposed subgroups of FY 2011 programming and indicate objectives, strategies, curricula, and supporting materials that will be used. Estimate the reach (number of SNAP-Ed unduplicated participants and number of contacts) of programming within each subgroup. For each proposed subgroup listed in the Programming Summary table, provide a Statement of Work form to describe proposed intervention(s), evaluation(s) and data collection methods. Refer to the target audience track descriptions linked above to guide intervention planning and completion of the Programming Summary and Statement of Work forms. [Samples of completed Programming Summary and Statement of Work forms](#) are available for additional guidance.

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5. Staffing Chart/Budget Template

Staffing Chart

Use the Staffing Chart (first and second worksheets of template) to describe how local partner project staff members support the delivery of SNAP-Ed. Refer to the [Sample Staffing Chart](#) for assistance. **For FY 2011, similar to FY2010, the staffing chart and budget worksheets are linked; data provided in the Staffing Chart will automatically be reflected in the Budget (third worksheet of this template). Do not delete any rows or columns in this form.**

Budget

Use the Budget (third worksheet of template) to provide a detailed budget for the proposed SNAP-Ed programming. Refer to the [Sample Budget](#) for assistance. Verify budgets for mathematical accuracy and round to whole dollar amounts (i.e. no cents). Itemize expenditures for which federal funds will be requested in the USDA column, and cost share in the Cost Share column. List the total for each line item of the budget under the Total column. The template will automatically calculate column totals.

6. Budget Narrative Template

Use the Budget Narrative template to briefly explain and justify, by line item, the need for the funding identified in the budget. Refer to the [Sample Budget Narrative](#) for assistance. Budget narratives reflect the activities described in the Track Programming Summary/ies/Statement(s) of Work.

7. Cost Share Letter & Questionnaire

Use the Cost Share Letter/Questionnaire (first worksheet of template) to provide letters from the fiscal authority of each collaborating agency providing cost share. This form requires original signatures from the collaborating agency(ies). *No other format will be accepted. This will reduce the potential for errors or missing information.* Do not use pennies. Use whole dollar amounts only. Refer to the [Cost Share Letter & Questionnaire](#) samples for assistance.

8. Space Calculation Form

If space is used as cost share, complete and return the Space Calculation Form (second worksheet of template). Detailed instructions for calculating the value of space are included on this form; the form will automatically calculate totals.

9. Cost Share Summary

Complete the Cost Share Summary template (refer to the sample [Cost Share Summary](#) for assistance) to provide a detailed summary of all cost share sources for review by FNS.

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9. Exclusivity Waiver

The exclusivity waiver lists a local partner's SNAP-Ed programming sites and the eligibility criteria used to qualify those sites as appropriate for SNAP-Ed programming. An exclusivity waiver is *required* in cases where education will be provided to persons not enrolled or eligible for SNAP benefits. The primary target audience for SNAP-Ed programming includes SNAP benefit recipients and eligibles; those with incomes at or below 130% of the federal poverty level who are categorically eligible to receive SNAP benefits. If an activity will be conducted in an area likely to attract individuals not eligible for SNAP benefits, documentation on the exclusivity waiver is required indicating criteria used to determine that at least 50% of expected participants have incomes at or below 185% of the federal poverty level. While it is not necessary to obtain documentation of each participant's income level, justification of the proposed site as an acceptable SNAP-Ed location is required.

For example, if at least 50% of the students in a school are eligible for free or reduced price school lunch, (which represents income levels of 130% and 185% of the federal poverty level, respectively) the school is deemed appropriate for SNAP-Ed programming. If an emergency feeding site uses income-eligibility standards that would indicate that at least 50% of the people coming to the site are SNAP beneficiaries, that site would be eligible for SNAP-Ed programming. As a guide, Local Partners should use 185% of the federal poverty guidelines as a measure of low income; this level has been approved by FNS to allow for partnering between other FNS funded programs including WIC, school lunch, etc., that use similar guidelines to determine eligibility.

Complete an Exclusivity Waiver that includes all planned programming sites. New Local Partners should use the Exclusivity Waiver template (refer to the [Sample Exclusivity Waiver](#) for assistance). Returning local partner projects can save time by running the STARtracks report entitled *Exclusivity Waiver for TRACKS Proposal* and exporting it to Excel. Sites can then be added or removed manually in the spreadsheet prior to submission.

10. Private Cash Donation Waiver

If private funds are to be used as a cost share source in the proposal, please contact the ME for assistance with documentation of these funds. Complete the Private Cash Donation Waiver form if private funds are used to fund the local partner project and are included in the budget as cost share. Private funds must be transferred into the general operating funds of an agency and must be held in an auditable account. The waiver provides assurances that the entity donating the private funds will not benefit from the SNAP-Ed local partner project, and that no staff from the donating entity may be paid with SNAP-Ed funds.

11. Indirect Cost Rate Agreement

Submit documentation of your agency's approved indirect cost rate plan approved by a "cognizant agency" if indirect costs are included on the budget. See the [Cost Policy](#) for the more information.

12. Memorandum of Understanding (MOU)

Submit an MOU if proposed SNAP-Ed programming will be delivered in coordination with another agency (i.e., WIC, Head Start, Department of Education or local schools). All proposed

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programming sites must be covered under an MOU, except for those owned/operated by the applying agency. MOU are not required for County Assistance Offices or programming sites owned/operated by the applying agency. For all other sites, an MOU is required. A state-level or region-level agreement may be submitted for projects where a state or region-level agency exists. Use the MOU template to clearly outline the responsibilities of all parties involved. Signed original MOUs must be scanned and submitted with the proposal documents. Original hard copies do not need to be mailed. Refer to the [Sample MOU](#) for assistance.

13. Social Marketing Activities Form

All social marketing activities conducted with SNAP-Ed funds require approval by the Social Marketing Committee of the Pennsylvania Nutrition Education Network. If social marketing activities are included in the proposal, please contact the ME for assistance prior to proposal submission. Complete the Social Marketing Activities template if your proposal will include social marketing activities.

15. A-133 Audit

According to OMB Circular A-133, non-federal entities that expend \$500,000 or more in a year in total federal awards shall have a single or program-specific audit conducted for that year. Applicants are responsible for compliance with this requirement if the proposed federal reimbursement level for all federal grants is \$500,000 or more, and *must submit a copy of the most recent A-133 report with their proposal.*

16. Preparation Checklist

Use the Preparation Checklist to ensure that all necessary paperwork is completed before the proposal preparation conference. *Submit completed paperwork no later than one week prior to scheduled conference.*

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Some documents in the TRACKS FY 2010 RFP are locked for editing. This means that you will be permitted to enter data in the form fields only; these are the shaded areas of the form. Documents with form fields are noted in the detailed instructions above. Some tips for editing and navigating these documents appear below:

- Many text fields contain default text to help you complete the form quickly and easily. Replace the default text with your actual text after reviewing each instruction.
- To place an “X” in a check box field, use your mouse to click on it.
- Use the TAB key to move most efficiently to the next field; use shift-TAB to move to the previous field. If you use the TAB key to move to the next field, the default text will be highlighted and will disappear when you begin typing.
- In some templates, text you enter in one field will automatically appear in another section of the form. To view these “lookups” it may be necessary to click on the *Print Preview* button or select *File-Print Preview* from the main menu.
- You can save the form before it’s completed and return to it later for final editing.