

Writing a Proposal

When applying to foundations, corporations, organizations, or the government for funding, it's essential to understand their particular interests, guidelines, and priorities. But in general, a good grant proposal communicates several basic things effectively. This outline gets across the basic elements of a grant proposal, for those new to the game:

LETTER OF INTRODUCTION *(1-2 pages)*

The letter should include:

- Name and address of the organization whose support you are asking for.
- Brief resume about your organization and its purpose.
- Title and duration of the project.
- Dates of activities and total cost.
- The reason for the financial aid request.
- Name, address and telephone number of your organization.
- Name, position and telephone number of the person asking for the money.
- Signature.

EXECUTIVE SUMMARY *(1 page)*

This goes on the front of the proposal, but write it when you finish the rest of the document.

This summary should include:

- The credibility of your organization.
- The problem you are trying to solve with the project.
- The objective of the project and results that you expect.
- The method or strategy you'll be using.
- The total cost, including money that you are putting in and the amount of money you are asking for.

THE NEED: REASON FOR THE PROJECT *(1 page)*

Make the problem sit in the lap of the funder – make it seem vivid, real, and urgent. In this section, you should describe:

- The situation that you hope to change, include the description of your target group.
- How this project relates to the goals of your organization
- Statistical evidence and expert voices on the problem.

DESCRIPTION OF THE PROJECT *(6 pages)*

1.- Goals *(1 page)*

- Goals are results, not methods – broad statements of the impact you hope to have through the project.
- Be clear and don't have more than 4 to 5 goals. These goals need to be measurable.

2.- Method *(3 pages)*

- Clearly describe the activities of your project, as well as the reason for selecting those activities.
- Draw up a sequence and time table for the activities.
 - 3.- People working in the project. (*half a page*)
- Include the names, position and abilities of: Organizational leadership, the person in charge of the administration of the grant, and people managing the grant activities.
 - 4.- Evaluation
- This part of the proposal can be the difference between a successful or a failed project.
- Present a plan to evaluate the accomplishment of goals. Establish evaluation criteria.
- Describe how you are going to process the information obtained.
- Weave together the need, goals, method, and evaluation strategy – link them closely.

BUDGET

- Divide it into big categories that also can be divided into subcategories. Explain the categories which are not clear.
- Present your budget in a clear way. Remember to round your numbers.
- Include the direct and indirect costs.
- Don't use the budget as the place in which you justify your need for the money.

INFORMATION ABOUT YOUR ORGANIZATION (*1 page*)

- Explain who is asking for the money.
- Explain your need for the money.
- Describe your goals in the mid- and long-term, along with your current activities and programs.
- Provide information of your accomplishments.
- Be brief and write it in an interesting way.