

Preparing a Grant Proposal

Haiti Hometown Association Workshop

sponsored by Tupperware and FAVACA

July 17, 2010

Tania Delinois
M.A. in Non-Profit
Management
(561) 452-6285

An effective proposal should make a compelling case.

Overall considerations prior to writing your proposal

Remember the Three C's:

Convincing- meaning the need is described in a relevant manner

Compelling- the proposal is passionate, persuasive and urgent.

Concise- As brief as possible and still communicates all that is needed.

Overall
considerations
prior to writing
your proposal

- ❑ All of the requirements of the funding source must be met: prescribed format, necessary inclusions, deadlines, etc.

- ❑ Always refer back to the Request for Proposal (RFP) or application for the funders guidelines.

The Physical Appearance

Be academically correct

Grammar, Spelling and Punctuation-

Use a minimum of spell check, grammar check, etc.

Nothing is better than another set of eyes!

Read and Re-Read!

Overall
considerations
prior to writing
your proposal

Some “Do’s” and “Don’t”

Overall considerations prior to writing your proposal



Do

- Read guidelines
- Ask questions
- Write clearly
- Use their terminology
- Allow plenty of time
- Keep it short
- Get to the point in the beginning of the proposal

Don't

- Skip guidelines
- Make assumptions
- Be vague
- Use jargon
- Wait until last minute
- Send 30+ pages
- Wait until page 7 to explain why this is really important

Proposal Content

Cover Letter

Title page and table of contents

Executive summary

Narrative

- Statement of need / Summary statement of the problem.
- Project Description
- Project Goals / Objectives
- Organizational History

Budget

Appendices and supporting materials

Proposal content

The Cover Letter

The one-page cover letter should be written on the applicant's letterhead and should be signed by the organization's highest official.

It should be addressed to the individual at the funding source with whom the organization has dealt.

This page is not numbered

Proposal content

The Cover Letter

Greeting-

If possible NEVER use “Dear Sir or Madam”

Nor “To Whom It May Concern”

Address it to a person.

Introduce organization and proposal

**A brief discussion of the problem and its’
effects.** This is a brief hook.

***Ex:** We face a critical problem in our society..Fatherlessness.
Currently, more than 26 million children-40% of all children in
the United states-live apart from their fathers.*

Proposal content

The Cover Letter

The organization's ability to meet the need-

Ex: Project Positive Fathering was created to address this dilemma with on powerful solution...Father Training.

Brief presentation of the strategic plan

Ex: Project positive Fathering is strategically positioned.....we have a plan to....., or through our relationships with fathers we will.....

Invitation to review your proposal

Ex: You can help make our plan become a reality. Please review the enclosed proposal and support our work. I am respectfully submitting it for your consideration.

Proposal content

The Cover Letter

Gratefulness and contact information

Ex: Please accept my sincere “thanks” for your leadership on fatherhood issues and your willingness to support our innovative approach to father training.

If you need additional information, please call me at (555)555-5555.

I am excited about establishing a partnership that will bear much fruit.

Closing

Express your appreciation-be grateful for their consideration but never thank them in advance for their gift or support.

In closing do not use “Sincerely,” “Love,” “In Jesus,” etc.

Sign your name in BLUE ink! (unless instructed otherwise in the guidelines) Make it legible.

Proposal content

Title page and table of contents

- Optional, especially on short proposals
- If required, the funder may have a preferred or required format.

Proposal content

Executive Summary

This page is commonly numbered Page 1.

(again depending on the funder, RFP/ application guidelines)

Organizational Mission and Vision Statements

Project Mission Statement (if necessary)

Target population/Audience

(Demographics? Age? Ethnicity? Gender? Income?
Education? Employment? Number Affected and
served? Geographic Area?)

The organizations primary contact information

Summary of Funding Request (Total Amount of
Request)

Evaluation Procedure/Measure (This is for
accountability)

Proposal content

Narrative

Statement of need / Summary statement of the problem.

- You are the expert in the field, you must state this convincing and compelling.
- Include statistics gathered during research.
- This section lays out the reason for the proposal. It should make a clear, concise, and well-supported statement of the problem to be addressed.

Proposal content

Narrative

Project Description

Once the needs have been described, proposed solutions have to be outlined.

- Statement of Solution
- Describe the strategic plan and explain the method of implementation.
- The program description refers to how the project is expected to work and solve the stated problem.

Proposal content

Narrative

Project Goals/ Objectives

It is important not to confuse **objectives** with **methods**.

For example, the objective should not be stated as
“building a prenatal clinic in Les Cayes, Haiti,”

but as

“reducing the infant mortality rate in Les Cayes,
Haiti to ten percent by a specific date.”

Proposal
content

Narrative

Project Goals/ Objectives

- S (pecific)
- M (easurable)
- A (chievable)
- R (ealistic)
- T (ime-bound)

Proposal content

Narrative

Project Goals/ Objectives

An **evaluation** plan should be a consideration at every stage of the proposal's development. Data collected for the problem statement form also forms a basis for determining whether measurable objectives were met.

- How will you measure success?
- What outcomes do you expect in what timeframe?
- How will you know if you have met the objectives?

Proposal content

Narrative

Organizational History

Provide a description of the organization. This should include the year the organization was founded, by whom, and other historical facts relating to the organization.

This section is usually 3-5 sentences, depending on the funders guidelines.

Proposal content

Budget Summary and Plan

Restate funding request

Provide short budget narrative

Provide itemization (details as appropriate)

Include long-term funding strategies, if appropriate

- Sustainability
- Other funds committed – this is a “plus”
- In-kind donations

If required, provide organization’s annual budget as attachment

****Work with the organizations' accountant/CFO.**

Proposal content

Appendices and supporting materials

List of Leadership and Board of Directors

Other Organizational information sheet

A brochure about the organization

Resume of Key Person if asked for salary

Letters of Affirmation, Support, and/ or Endorsement

I.R.S. Department of Treasury 501 (c) (3) Letter of Determination

Other Requested Items based on the funder