What We Will Cover Today

The basic components of writing and submitting a project proposal

The Proposal Writing Process
The Proposal Writing Process

PLANNING
The First Important Step

- What do you need the money for?
- Who will you approach?
- How to put it all together?
- What to do once the decision has been made?
RESEARCH
Finding The Right Fit

WRITING
Grantmakers are moving towards more online formats

Always follow the funders' guidelines

Typical Proposal Elements

- Executive Summary
- Narrative
- Statement of Need
- Project Description
- Organization Information
- Conclusion
- Budget
- Supporting Materials
What Funders Really Want To Know

What specific need are you addressing?

Make sure it fits the size and scale of your solution.
What Funders Really Want To Know

What are you trying to achieve?

Your outcomes must be measurable

What Funders Really Want To Know

What are your strategies for making it happen?
What Funders Really Want To Know

What is your specific plan of action?

Think of your proposal as an organizing plan.

What Funders Really Want To Know

How do you know if you’re successful?

Evaluation:
1. Specify program objectives in measurable terms
2. Identify key indicators of success
3. Outline data collection and analysis activities
4. Develop a timeline to monitor the success of the program on an ongoing basis
What Funders Really Want To Know

Why are you the best organization to do this work?

What Funders Really Want To Know

How will the project sustain itself in the long run?
Conclusion

Tailor it to speak to THIS particular funder’s guidelines and interests

Executive Summary

How do I reduce everything down to one page?
Supporting Materials

Follow the funder’s guidelines

Include EVERYTHING
(and very little of anything else)

For online applications, it’s ok to add links where possible

FOLLOW UP
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Keep the funder informed
Be responsive
Do what you said you were going to do

FOLLOW UP

It’s not personal
Find out why
Ask about future funding
Move on; seek other prospects
KEY TAKEAWAYS

Upcoming Program

MEET THE GRANTMAKERS

APRIL 14 | 3 PM
AKRON ART MUSEUM
Create An Outline