INTRODUCTION TO PROPOSAL WRITING
What We Will Cover Today

The basic components of writing and submitting a project proposal
The Proposal Writing Process
The Proposal Writing Process

PLANNING
What do you need the money for?

RESEARCH
Who will you approach?

WRITING
How to put it all together?

FOLLOW UP
What to do once the decision has been made?
PLANNING
The First Important Step
How does what you do fit with the funder's interests? The why is just as important as the who.
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
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What specific need are you addressing?

Make sure it fits the size and scale of your solution
What are you trying to achieve?

Your outcomes must be measurable

What Funders Really Want To Know

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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
How do you know if you're successful?

**Evaluation:**

- Specify program objectives in measurable terms
- Identify key indicators of success
- Outline data collection and analysis activities
- Develop a timeline to monitor the success of the program on an ongoing basis
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

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

WINNING WITH THE BEST SUPPORT
EXERCISE

Create An Outline