The basic components of writing and submitting a project proposal.

What We Will Cover Today
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?

Yellow Handout: From Idea to Proposal
PLANNING
The First Important Step
Do you have enough time?
What are you asking for?
How does what you do fit with the funder's interests?

The why is just as important as the who.

RESEARCH
Finding The Right Fit
RESEARCH
Finding The Right Fit

How does what you do fit with the funder’s interests?

The why is just as important as the who.
Writing

Purple Handout: Sample outlines
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 Funders Really Want To Know

What specific need are you addressing?
What Funders Really Want To Know

What specific need are you addressing?

What audience and community are you serving?

What evidence do you have to support the need?

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

What are you trying to achieve?

iMpaCT

What Funders Really Want To Know

What are you trying to achieve?

iMpaCT
What Funders Really Want To Know

What are you trying to achieve?

Your outcomes must be measurable

Goals
Objectives
S (pecific)
M (easurable)
A (chievable)
R (ealistic)
T (imely)
What Funders Really Want To Know

What are your strategies for making it happen?
What is your specific plan of action?

Think of your proposal as an organizing plan.

What Funders Really Want To Know
What Funders Really Want To Know

How do you know if you’re successful?
What Funders Really Want To Know

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

How do you know if you’re successful?
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?

Beige Handout: Sample Budget Plan
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

Red Handout:
Tips for the Application Process
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
KEY TAKEAWAYS

Start with an outline
Keep the language clear and concise
Focus on the funders’ interests
Follow the funders’ guidelines
Revise and edit before submitting
Thank you!

Ellen Jacks, Grants Librarian
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