

# Proposal Writing

## Realities of Today

Fewer Dollars

Increased competition

Greater expectations for effectiveness

Increasing scrutiny

Greater need for collaboration

# Before starting a proposal

Before writing a proposal, a preparatory internal reflection should engage

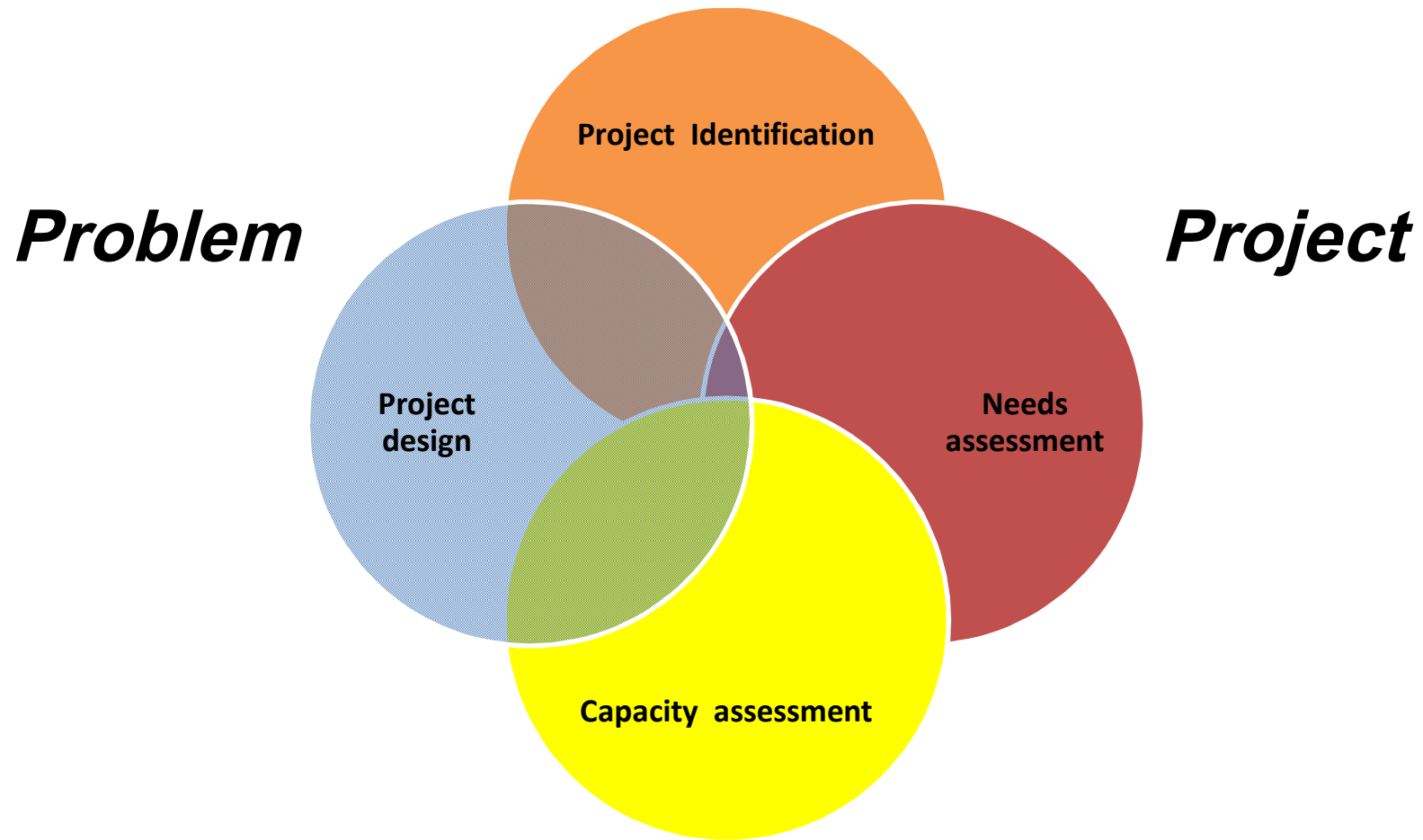
- identification of a problem, a gap or a performance deficit
- research about causes/solutions
- Analysis of risks/opportunities
- implementation methods
- evaluation procedures

# Thinking in terms of Project Management

## Management Cycle Conception

- Identification
- Research
- Analysis
- Design
- Evaluation

# ***From Problems to projects:***



# Project Identification



How do we do this?

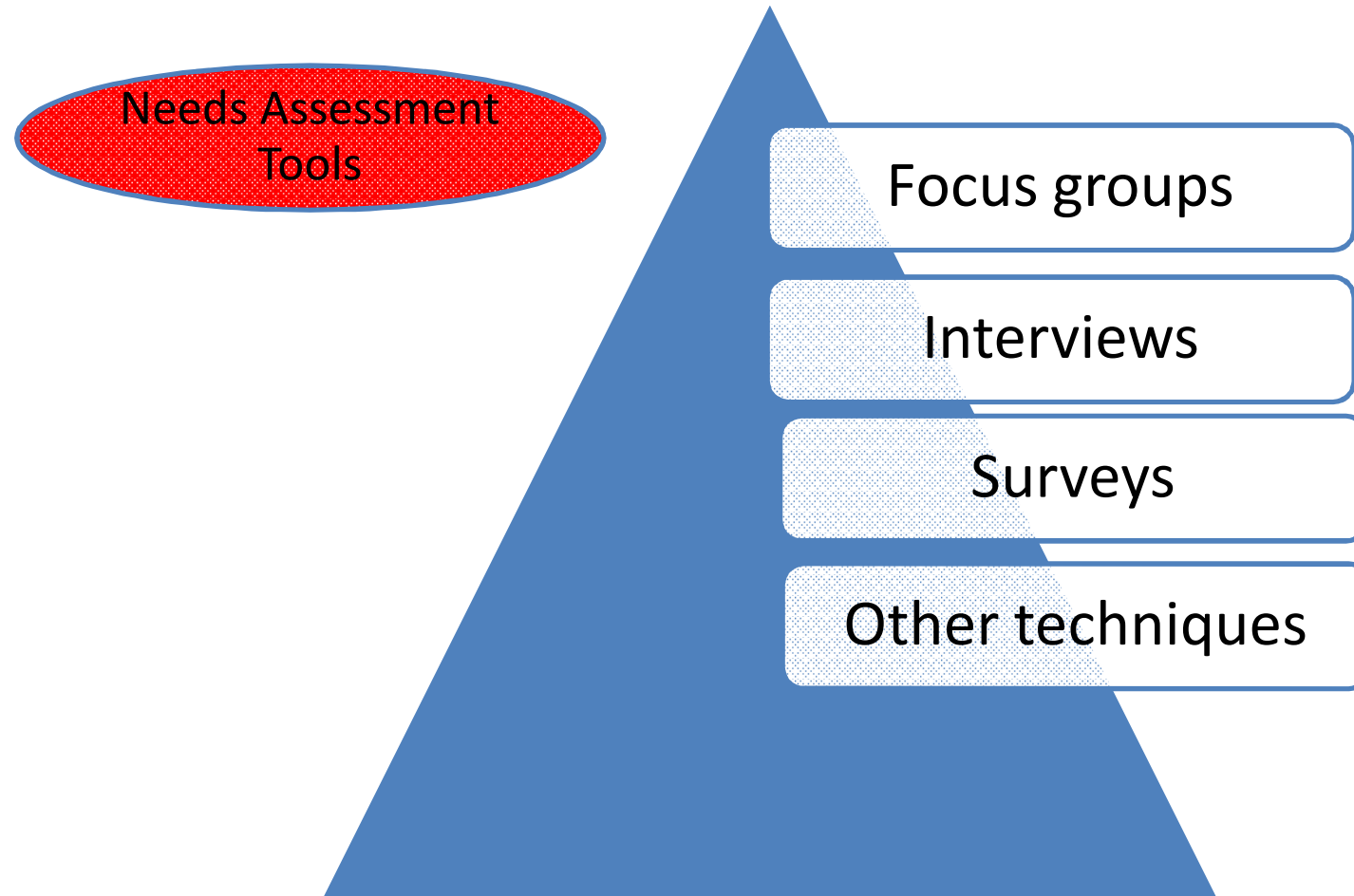


What does it involve?



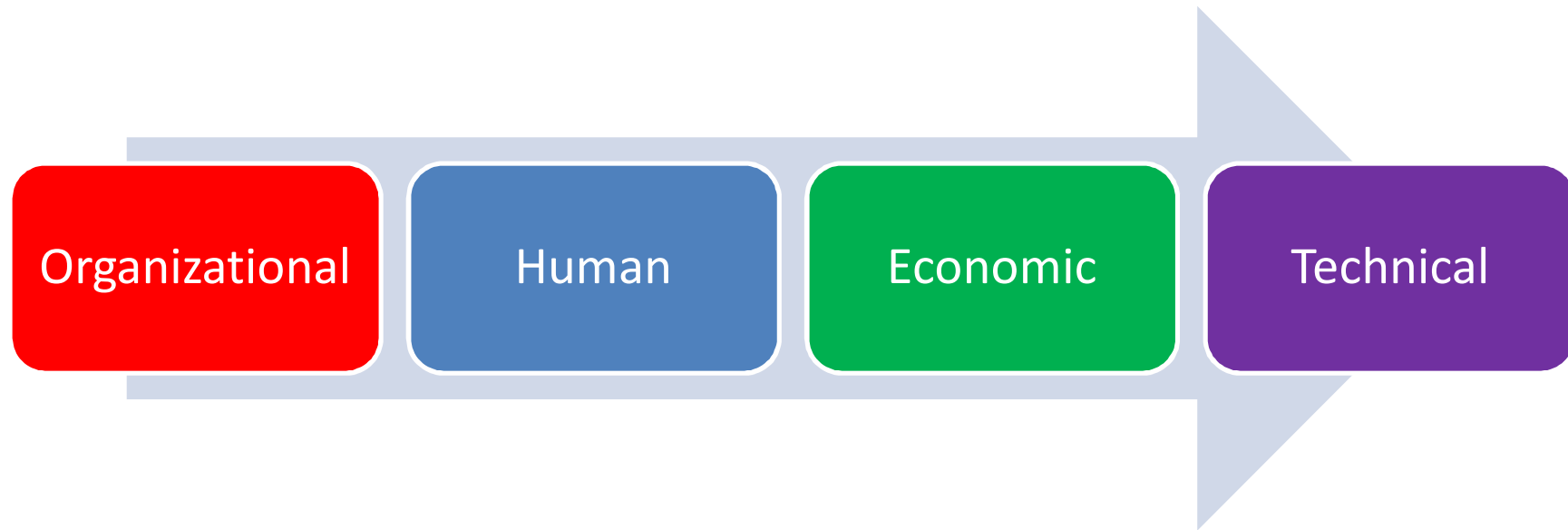
How long will it take?

# Project Identification: cont,

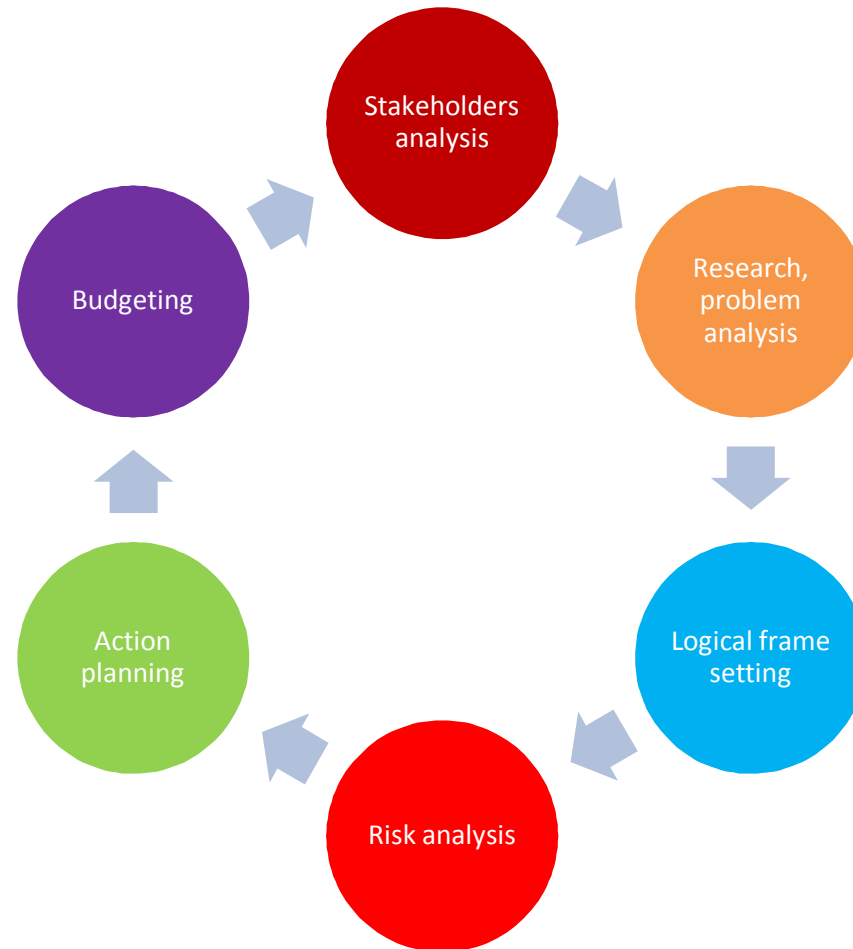


# Capacity Assessment Appreciative Inquiry

Think your resources as assets



# Project Design





# Proposal Writing

## Components of a Proposal

Executive  
Summary

Statement  
of Need

Project  
Description

Budget

Organization  
Information

Conclusion

# Proposal Writing

## Executive Summary

- Umbrella statement of your case and summary of entire proposal
- Convince the reviewer through facts and evidence that your project should be supported

# Proposal Writing

## Statement of Need

- Informs reader more about your issue
- Presents facts and evidence
- Establishes that your organization understands the problems and can address them
- Is succinct, yet persuasive
- Employs logical argumentation

# Proposal Writing

## Statement of Need

- Nature and Extent - Describe your target population and their issues/needs. What are the consequences? Cite your sources (to support the existence of the problem/need)
- Reasons/Causes - Why is the issue or need occurring?

# Proposal Writing

## **An Effective Need Statement.....**

- Introduces (BRIEFLY) your organization
- Describes the target populations to be served
- Defines the community problem to be addressed
- Is related to the purposes and goals of your organization
- Includes quantitative and qualitative documentation and supporting information
- Does not make any unsupported assumptions
- Describes the situation in terms that are both factual and of human interest

# Proposal Writing Project Description

Objectives

Methods

Staffing/Administration

Evaluation

Sustainability

# Proposal Writing

## Project Description – Objectives

*Measurable outcomes of the project*

*Behavioral - a human action is anticipated*

*Performance – a specific time frame within which a behavior will occur, at an expected proficiency level, is expected*

*Process – the manner in which something occurs is an end in itself*

*Product – a tangible item results*

# Proposal Writing

## Project Description – Methodology and Work Plan

How we will  
undertake our  
activities?

The activities  
sequence?

The rationale?



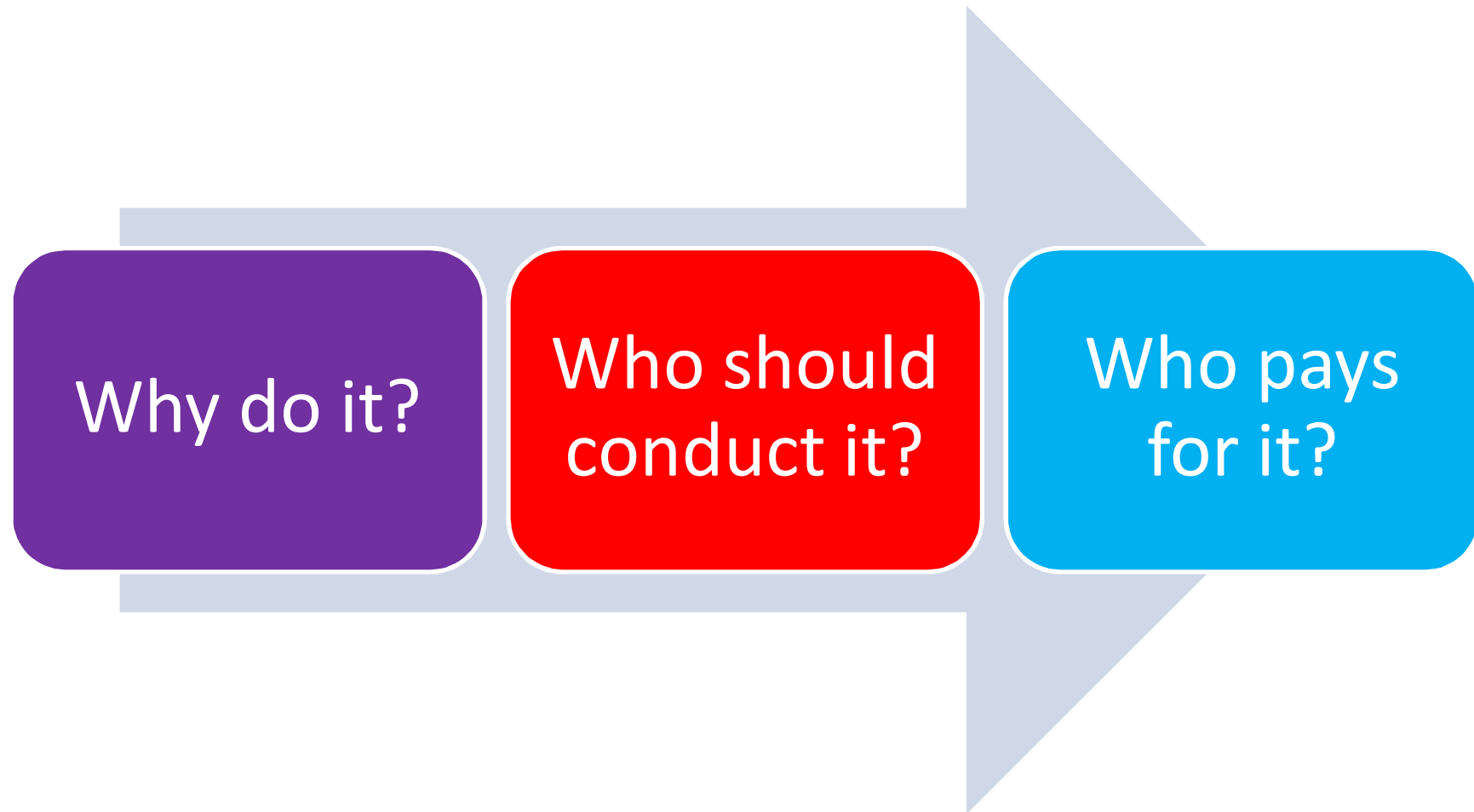
# Proposal Writing

## Project Team-Staffing/Administration

- Project Team and organization staff
- How many?
- To do what?
- Paid? or Unpaid?

# Proposal Writing

## Project Description – Evaluation



# Proposal Writing Budget

What are the  
budget lines?

Who will do it?

What are the  
forms?

Check and re-check

# Proposal Writing


## Organizational Information




Organizational  
Profile



Organizational  
Governance



Organizational  
Diversity



Organizational  
overall Budget

# Proposal Writing

## Conclusion

- Every proposal should have a concluding paragraph or two. This is a good place to call attention to the future, once the grant is completed. If appropriate, you should outline some of the follow-up activities that might be undertaken to begin to prepare your funder for your next request. Alternatively, you should state how the project might carry on without further grant support.
- This section is also the place to make a final appeal for your project. Briefly reiterate what your nonprofit wants to do and why it is important. Underscore why your agency needs funding to accomplish it.