Introduction to Proposal Writing
Upon completion of this training, you should be able to:

— List the basic elements of a proposal
— Draft a standard project proposal
— Identify next steps for submitting a grant proposal
— Follow up with funders after submitting a proposal
The proposal writing process
– **Planning:** The first important step
– **Researching:** Finding the right fit
– **Writing**
– **Formatting:** Grantmakers are moving towards online formats

> **Tip:** 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?

Tip: Make sure it fits the size and scale of your solution
What are you trying to achieve?
What are your strategies for making it happen?

Tip: Your outcomes must be measurable
What is your specific plan of action?

Tip: Think of your proposal as an organizing plan
What funders really want to know

— How do you know if you’re successful?
— Why are you the best organization to do this work?
— How will the project sustain itself in the long run?
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
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
How to follow up
Follow up: If the answer is yes

— Keep the funder informed
— Be responsive
— Do what you said you were going to do
Follow up: If the answer is no

— It’s not personal
— Find out why
— Ask about future funding
— Move on; seek other prospects
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
What’s next

Live in-person
Introduction to Project Budgets
bit.ly/IntroProjectBudgets

Self-paced eLearning
Earn a GuideStar Seal of Transparency Using Your Latest Grant Proposal
bit.ly/IntroFundPlanning
Thank you.

@GrantSpace
@CandidDotOrg
candid.org