

WRITING THE GRANT PROPOSAL

Some Writing Tips: Write with specific source in mind, brief, avoid unsupported assumptions, positive ideas, and winning attitude.

Cover Letter

Signed by highest official. Should briefly describe what is being sent. Just as when you apply for a job, the cover letter for your proposal is often the basis for consideration or rejection. The cover letter gives you an opportunity to capture the Foundation's attention and encourage them to read your proposal. The best cover letters state clearly and concisely why you are sending a proposal to the foundation and explain the purpose of the project. The cover letter should include:

- A statement of who you are (full, legal name), why you are approaching the funder, and what you are requesting. Include specific dollar amounts if you are requesting money, and list exactly what you want if you are asking for services or equipment. This information will make up your first paragraph.
- If your proposal does not meet the funding organization's guidelines, state why you decided to apply to them. You must convince why the project should be supported by them.
- Briefly describe the project, and who it will benefit.
- If you spoke with someone at the organization, be sure to mention it.
- Indicate what you are including in the proposal package. This can also serve as a good checklist before you mail the package.
- Offer to provide them with additional information, if necessary. Make sure that a phone number is in your letterhead or in the body of the letter.
- The Chairman of the board or the chief executive officer should sign the letter, unless the foundation indicates otherwise.

The Anatomy of the Proposal

I. Summary or Abstract

Should contain brief description of applicant; definition of problem to be solved; statement of objectives to be achieved; outline of activities; statement of cost to funding source.

SAMPLE

BRIEF DESCRIPTION

This project will result in course development and faculty/staff training for delivery of a cohesive first-year experience to improve the educational environment for beginning students and support their persistence in attaining educational goals.

II. Introduction

In this part of the proposal you introduce your organization as an applicant for funds. The introduction builds your credibility, and make the case that your organization should be supported.

III. Need or Statement of the Problem

Define problem in terms that allow funder to see specific problem can be solved in a reasonable amount of time with a reasonable amount of money. Include clear case of how requesting organization can solve the problem. Quantitative data important.

IV. Objectives

Specific, measurable outcomes; what one intends to have accomplished at the end of a specified time. Who or what will be changed? In what direction? How much? Be prepared to do what you say you will do.

Samples:

Goals are general

- To establish the American Education Center in Southeast Asia.
- To form partnerships with American colleges and schools in this project.
- To recruit international students for our partner colleges and schools.
- To provide English education for students, business executives and working adults.
- To provide free education services for the poor and needy student in rural areas.

Objectives are measurable

- To organize two college fairs per year and to provide 30 weekly information seminars to recruit international students for our partners.
- To attend six major academic fairs throughout Asia to recruit more international students for our partners.
- To host 50 American students per year to have short term study in Southeast Asia.
- To recruit 100 American volunteers per year.
- To recruit 600+ international students to our partner schools and colleges.
- To provide English classes for 3,000 students per year.
- To provide free English class to 1,000 needy children.

V. Methods, Design

in detail, the activities to reach stated objectives; who will participate; sequence; dissemination. Explain why chosen methods are considered to be the most successful. It should be clear that the applicant has a through knowledge of the field and has made rational choices.

VI. Evaluation

How will you know that you did what you said you would do? Measures should be summative and formative; objective and multi-faceted.

VII. Future Funding:

How will project be continued, once funding has expires?

Financial records for this project will be maintained by XYZ Bookkeeping office, which will process grant monies and any related expenses, according to required procedures. This office audited on an annual basis. The plan to continue is sponsored in part by a parent-student fundraising committee and the school budget. Each year parents and students together raise over \$80,000. The staff development budget will be funded by XYZ Budget. The cost

invested in these materials is slight compared to the opportunities for students to have access to technology.

VIII. Budget

Amounts should be as specific as possible; minimum sufficient to support the project, yet allowing for inflation. Indirect costs should be included if requested; budget justification sometimes needed.

IX. Project personnel:

Include a resume or vita on each person in the project.

XYZ Board of Education: Mr. Richard SSS, Dr. Mark HHHH, Mr. Jim LLL, Ms. Tonya CKC, Mr. Dennis LLL, Mr. David RRR, Dr. Donald GGG.

X. Conclusion and List of Attachments

Some grants are read in the entirety by reviewers. They are quite detailed in their requirements. The process of review is “blind”. There can not be contact between the applicant and the reviewers. Therefore, the completeness of each section and its evaluation by the panel of reviewers is critical to success.