

Name: _____

Language Arts 8
Grant Proposal for the Memorial Day Project
100 pts.

Title (____/10 pts.)

Just like a newspaper headline, it has to catch your attention. Use alliteration, acronyms, and other devices to gain attention.

Summary or Abstract (____/10 pts.)

This is the reader's first introduction to your project. Titles and first sentences are VERY important. Short and sweet, please.

Examples:

"Annunciation Shelter requests \$5,000 for a two-year, \$50,000 job training program for homeless women in southwestern Minnesota. Training will be offered at four rural shelters and will include basic clerical skills, interview techniques and job seeker support groups."

"High-tech industry needs skilled workers."

Introduction (____/15 pts.)

This is a good place to acquaint the grant reviewer with you or your organization. Whatever is unique about your place, make it stand out.

Briefly summarize your organization's history. State your mission, whom you serve and your track record of achievement.

Project Description or Problem/Need/Situation Description or Need Statement (____/20 pts.)

- This is where you convince the funding agency that the issue you want to tackle is important and show that your organization is an expert on the issue. Here are some tips:
- Why is this situation important?
- Describe the situation in both factual and human interest terms, if possible. Providing good data demonstrates that your organization is expert in the field. If there are no good data on your issue, consider doing your own research study, even if it is simple.
- Describe your issue in as local a context as possible. If you want to educate people in your county about HIV/AIDS, tell the funding agency about the epidemic in your county — not in the United States as a whole.
- Describe a problem that is about the same size as your solution. Don't draw a dark picture of nuclear war, teen suicide and lethal air pollution if you are planning a modest neighborhood arts program for children
- Don't describe the problem as the absence of your project. "We don't have enough beds in our battered women's shelter" is not the problem. The problem is increased levels of domestic violence. More shelter beds is a solution.

Work Plan/Specific Activities (____/20 pts.)

Explain what your organization plans to do about the problem. What are your overall goals? You might say: "The goals of this project are to increase the understanding among Minneapolis middle school students about the impact of smoking on their health, and to reduce the number of students who smoke."

Then go on to give details, including:

Who is the target audience, and how will you involve them in the activity? How many people do you intend to serve? Some projects have two audiences: the *direct participants* (the musicians in the community band, the kids doing summer clean-up in the parks) and the *indirect beneficiaries* (the music lovers in the audience, the people who use the parks). If so, describe both. How will you ensure that people actually participate in the program?

- **What are you going to do?** Describe the activities. Tell the funding agency about the project's "output," or how many "units of service" you intend to deliver over a specific time period: how many hours of

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nutrition counseling to how many pregnant women; how many HIV / AIDS hot-line calls answered by how many volunteers. Be sure you don't promise an unrealistic level of service.

- **What project planning has already taken place?** If you have already done research, secured the commitment of participants or done other initial work, describe it so the funding agency can see that you are well-prepared.
- **Who is going to do the work and what are their credentials?** (Attach resumes of key people.) Some agencies ask for the name of a *project director*, the person most responsible for the project, whether volunteer or paid. Demonstrate that the staff or volunteers have the expertise to do a good job.
- **When will the project take place?** Some agencies ask for the *project start date* and *project end date*. In general, a project can be said to start when you start spending money on it. Include a timeline to help you lay out your procedures as well as give reviewers a visual key to your project.
- **Where will the project take place?** Are the facilities adequate? Is the equipment adequate? Is there a support group to function for the benefit of the project, either paid through the grant or not?

Next: Apply the "mind's eye test" to your description. After reading it, could the reader close his eyes and imagine what he would see if he came into the room where your project is happening? Many project descriptions are too vague.

Outcomes/Impact of Activities (____/10 pts.)

Tell the funding agency what impact your project will have — what will change as a result of your project? For example, your pregnancy nutrition counseling program intends to increase the birth weights of your clients' babies.

The impact of a project is sometimes hard to define. What is the intended impact of a performance of Beethoven's "Ninth Symphony," for example?

Evaluation (____/10 pts.)

How will you know whether it worked? Explain who will gather the evaluation information and how you will use it. Be sure your evaluation plan is achievable given your resources. If the evaluation will cost money, be sure to put that cost in the project budget.

Budget (____/5 pts.)

How much will the project cost? Divide the expense side into three sections:

- Personnel Expenses
- Direct Project Expenses
- Administrative or Overhead Expenses