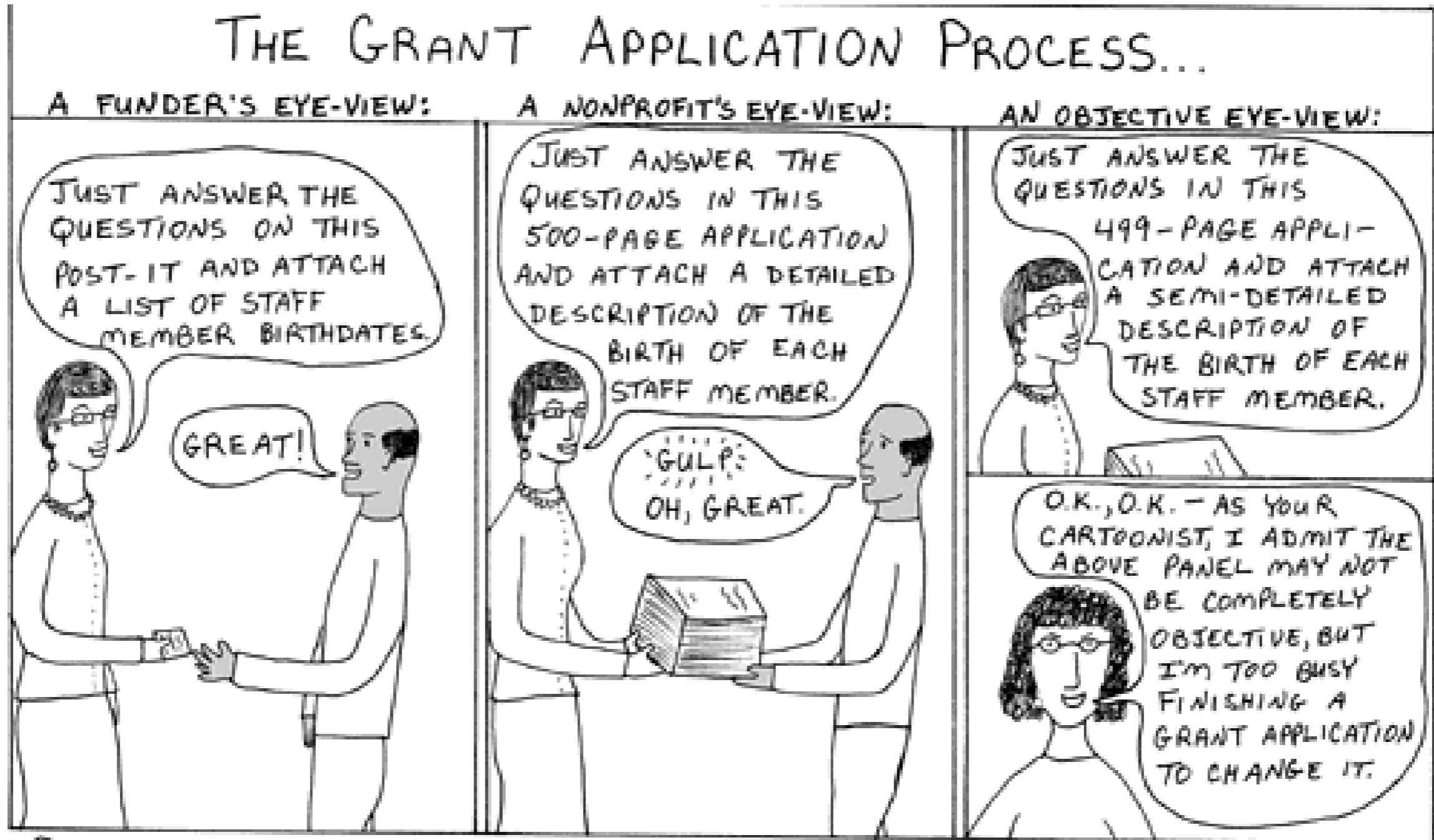


Keys to Writing Effective Proposals

May 16, 2013

Orientation to Potential Funders and What They are Looking For



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What is the most important thing that you would like to raise funds for right now through a proposal?

Agenda	Time
Welcome & Introductions	10:00AM
Review Agenda	10:05
Context Setting: Trends in and Assumptions About Resource Development.	10:10
Funder and Opportunity Research	10:30
Making Solid Choices - Go/No Go Decision-Making	10:50
Building Strong Narratives	10:10
Proposal Development Basics with the GOALS Framework	11:10
Evaluation and Closure	11:50
Adjourn	12:00 PM



Context Setting:
Trends in and Assumptions
About Resource
Development

Assumptions about resource development

- GPG Orientation: Resource development is a process of asset building.
 - ▶ What are examples of assets that your organization has?
 - ▶ Which of these assets could be developed to create greater impact?
- GPG Orientation: Resource development is a function of (not a replacement for) strategic planning, which, in turn is a process of asset development.

More assumptions about resource development

- Requires a strong link to strategic planning.
- Provides institutional funders the opportunity to participate in working toward fulfillment of your mission.
- Funders will support you if you articulate your mission and programming strategy in ways that are truthful and compelling.
- Mission and strategy – not funding opportunities— should be the primary driving force for programming.
- Commit to maintaining diversity in funder support (a variety of institutions and levels).

Trends in what funders are looking for

- Research-based...
 - ▶ Which means you need to stay on top of the research.
 - ▶ Evidence based programs (EBPs)
- Matching resources
 - ▶ Many of our clients identify lack of match as a key impediment.
- Collaboration (Maximize existing resources)
- Sustainability
- Others?

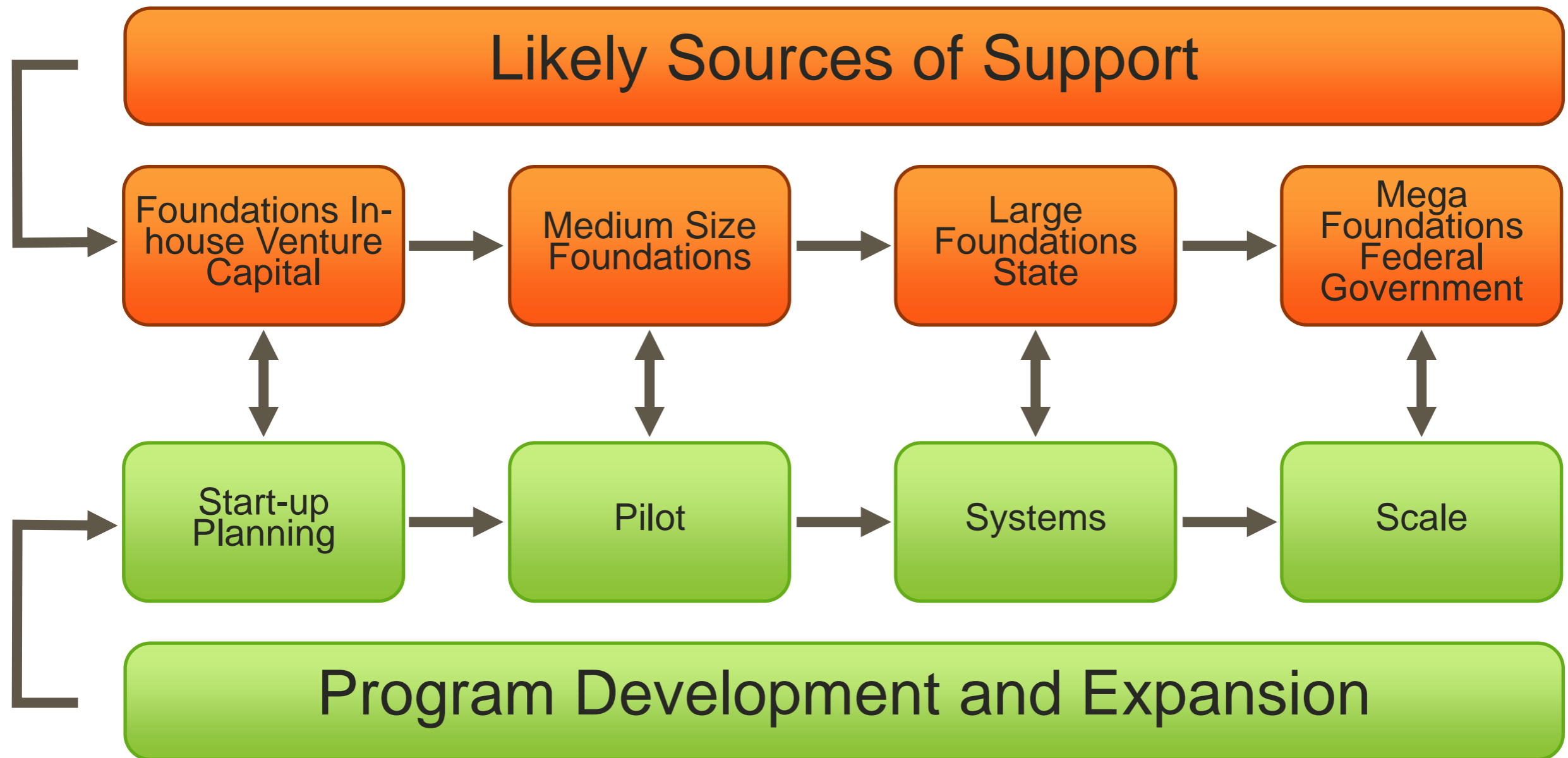
Step 1: Research

The Glen Price Group: www.glenpricegroup.com



Funder and Opportunity Research

Program Funding Food Chain



Prospect Research Process

IDENTIFY POTENTIAL OPPORTUNITIES



“DATABASE” THE PROSPECTS



ANALYZE AND PRIORITIZE (BID/NO-BID)



Key Sources for Research:

- Foundation Center - <http://fdncenter.org/>
- The Grantsmanship Center - <http://www.tgci.com/>
- Grants Network: Research - <http://ecivis.com/>
(includes State of CA)
- Grants.gov - <http://www.grants.gov/>
- <http://efficientgov.com>

Registering on Grants.gov

Bid/No-Bid Analysis

What is Bid / No Bid Analysis?

- Structured exercise to determine “fit” between grant opportunity and:
 - ▶ Organizational Mission
 - ▶ Strategic Plan
 - ▶ Organizational Capacity
 - ▶ Possibility for Success
 - ▶ Opportunity to define success:
 - Grant
 - Capacity Building
 - Planning
 - Partnership

A Bid/No Bid Analysis Form

Bid / No-Bid Analysis Form

1. Funding Opportunity Background Information	
Name of Funder:	
Program Area of Opportunity:	
Title of Funding Program or Foundation Priority:	
Other Identifying Information (CFDA, Grants Network):	
Funder/Opportunity Website:	
Due Date:	
Eligible: Yes No	
Eligibility Notes:	
2. Financial	
Total Amount of Funding Available:	
Match Required: Yes No	
If YES, Match Type Required (e.g. percentage, cash, in-kind, source limitations):	
Are the matching funds available? Yes No NA	
Minimum Grant Size:	Maximum Grant Size:
Term of Award/Grant (number of years):	
Finance/match notes:	
3. Level of Competition	
Minimum # of awards:	Maximum # of awards:
New Funding Program	Continuing Funding Program
If continuing, do previous awardees have preference for renewal? Yes No	
Competition Notes:	



Building Strong Narratives

Building Strong Narratives

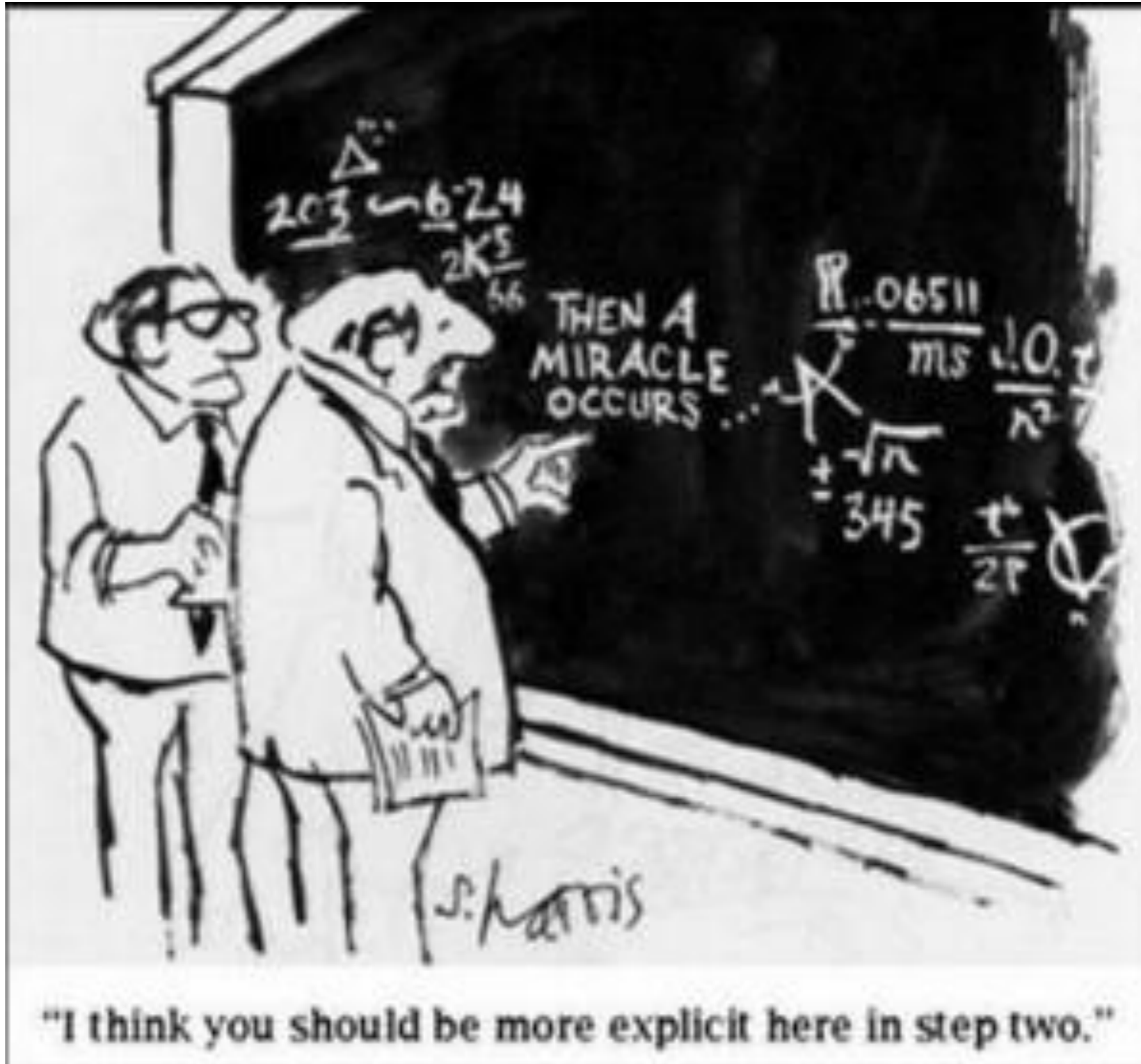
- Proposal writing tips
- Planning content
- No jargon!
- Think about 21st Century readers
 - ▶ Use tables, charts, and other graphics to present information in a more clear and compelling way

Proposal Writing Tips

- Executive Summary: Umbrella statement of your case and summary of the entire proposal
- Statement of Need (description of assets): Why this project is necessary
- Project Description: Nuts and bolts of how the project will be implemented and evaluated
- Budget: Financial description of the project plus explanatory notes
- Conclusion: Summary of the proposal's main points
- Use Charts – judiciously

Use the Reader's Eye!

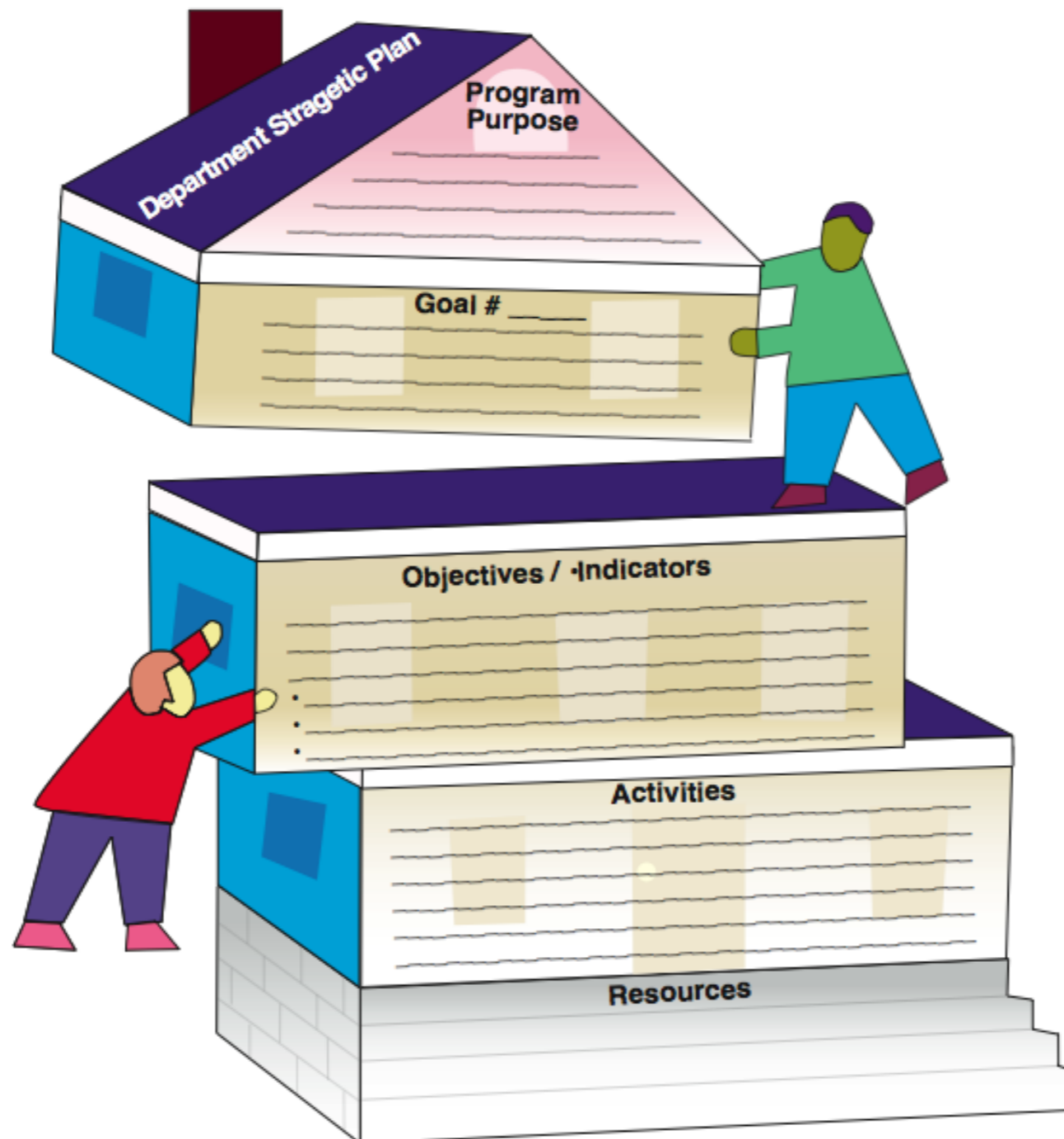
The GOALS Framework



Proposal Development

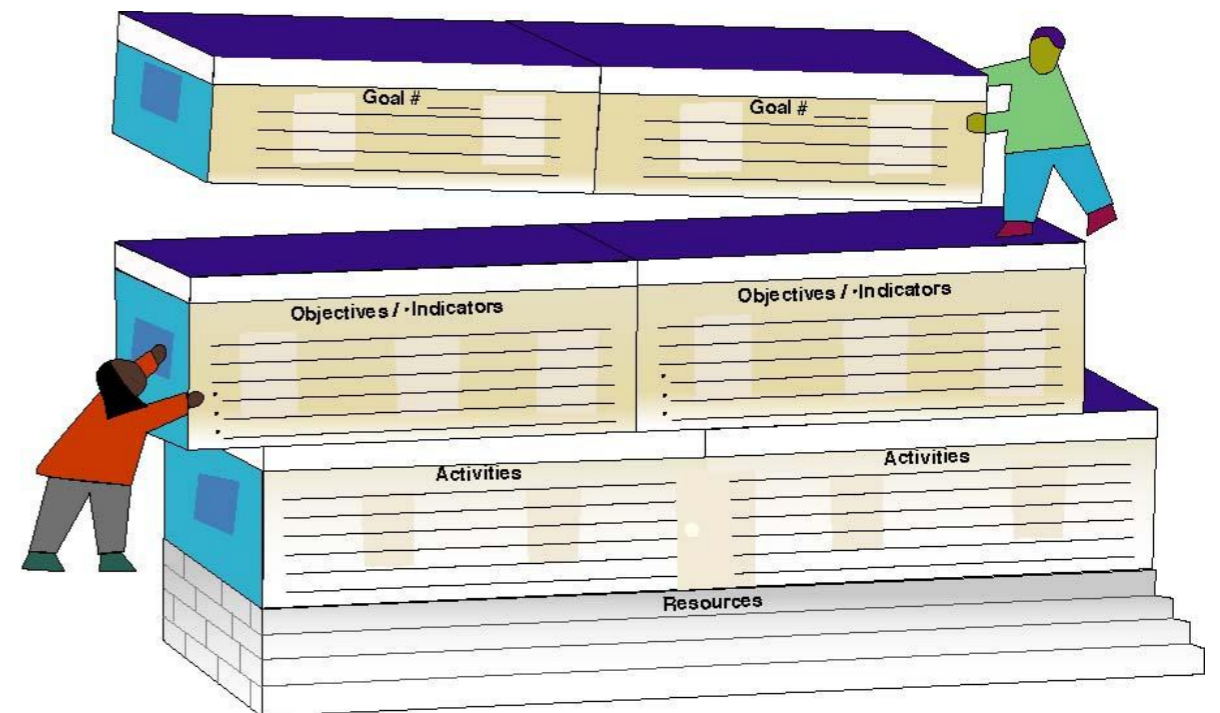
GOALS

GOALS OBJECTIVES ACTIVITIES LINKED STRATEGICALLY



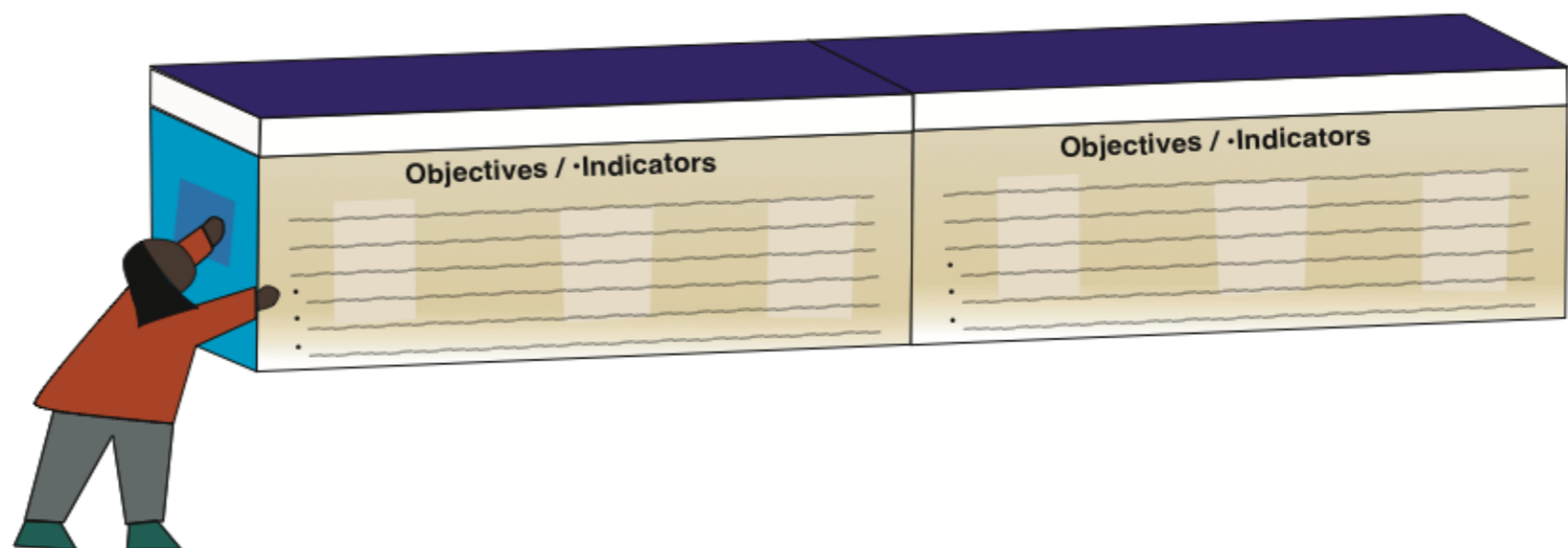
What is a goal?

- A broad statement (not usually in measurable terms) that describes the desired impact. Goals should align with and support program purpose and organizational/departmental mission.



What is an objective?

- An objective is a subgoal. It identifies a short-term, measurable step within a designated period of time that is moving toward achieving a long term goal.



Defining Program Objectives

- Objectives are stated in measurable terms.
- A program could have between 5 to 12 objectives depending on scope.
- There should be at least one objective for each component of your program.
- The objectives should, taken together, have the effect of achieving the overall program goal.
- There should be cohesion among the objectives.

Tips for Approaching Defining Program Objectives:

- Make a list of things that must be done to achieve your program goals.
- Rewrite each item on the list in the form of a result that can be measured and with some specification of a time allotment for the objective.
- Review all of the objectives and adjust them to achieve an appropriate balance between them.

The SMART Objective

- **S**pecific
- **M**easurable
- **A**ttainable
- **R**ealistic
- **T**ime-Bound

Program Objective Examples (critique)

- The program will train 80 teachers.
- The program will develop 15 community health centers.
- A minimum of 100 individuals will participate in the work experience program.

Example: Russian River After-School Partnership

Table 7

Goal	Program Tools	Objectives	Outcomes	Measure
<p>Improve Academic Performance</p>	<p>Provide support and educational opportunities for students, parents, and families in order to better support students' educational and developmental needs.</p>	<p>337 students will spend an average of 3.75 hours per week in an after school academic program, working with certificated teaching staff who link tutoring activities to school day programs.</p> <p>337 students will spend a minimum of 3.75 hours per week in project-based learning activities gaining key academic skills.</p>	<p>Students will make accelerated progress toward meeting or exceeding state standards and also show a 25% improvement over baseline data in English/ language arts and mathematics.</p> <p>Participating schools meet or exceed their API and AYP targets.</p>	<p>CAT/6 Tests CA Standards Test Grades Teacher Assessment .</p>



Example: California Emerging Technology Fund

Goal	Objective
<p>(1) Increase understanding of the importance of broadband technology in low-income communities in California.</p>	<p>(1.1) Media messages reach over 5 million targeted, low-income community members, resulting in requests for referrals and assistance</p>
	<p>(1.2) 694,380 low-income community members are referred to community partners that can increase their computer literacy skills and access social services online.</p>



GOALS Template

Program: _____

Goal # ____ :

Objective 1:

Objective 2:

Activity 1

Activity 2

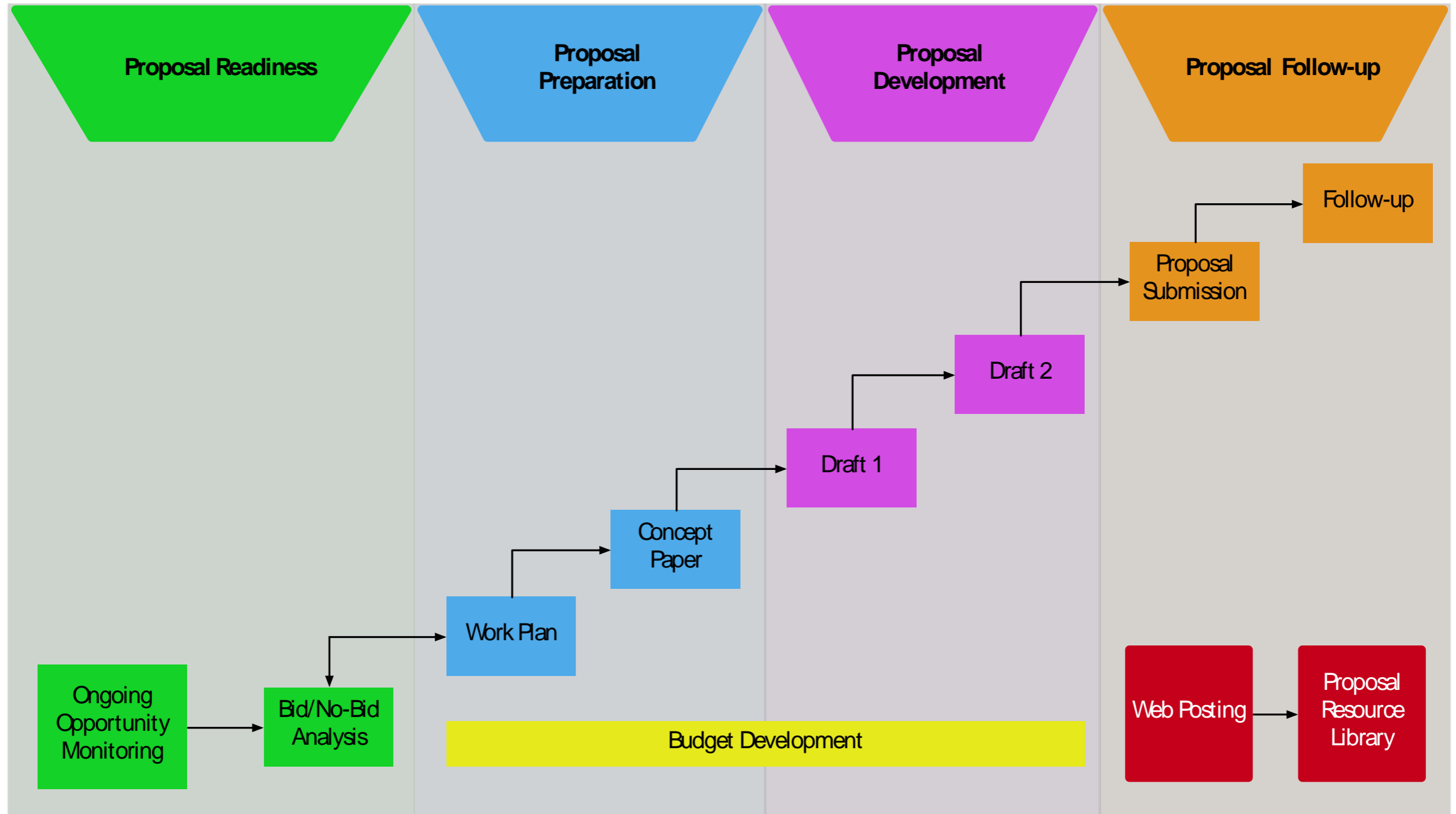
Activity 3

Activity 4

Activity 5

Activity 5

Ongoing Proposal Development



Closing Comments and Evaluation

Thank You!

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