



Elements of a Proposal

Your proposal should:

- Deliver an important idea and address a significant problem.
- Show that your chapter has chosen a solid approach to the problem and that it has a reasonable plan to implement it.
- Assure the funder that your chapter has the capacity to carry out the plan successfully.
- Show how their grant will advance the funder's own set of goals.
- Provide a list of anticipated results or outcomes.

The standard elements of the proposal are:

Cover letter: addressed specifically to the appropriate contact. The cover letter should be able to stand alone in case it is passed along to others within the funding entity. (1-2 pages)

Executive Summary: provides concise description of the project. (a few paragraphs)

Background on the Organization/Chapter: helps establish your credibility to carry out the work. (a few paragraphs)

Statement of Need: describes what problem/issue you are addressing and why you need the grant. (one-two pages)

Goals/Objectives: what you expect to accomplish. (usually bulleted items)

Procedures/Methodology: describes the methods you will use to accomplish your objectives in stated time period. (1-2 pages)

Evaluation: how you measure the results and effectiveness of your work. This will correspond to your objectives. Many funders are looking at this section very closely since they have to measure how well their money is spent. (1 page)

Budget: Detailed list of expenses over time period requested. One-year grant, multi-year grant. Providing details about other anticipated funding can also be shown here. If this is a multi-year grant request, you may also have to describe how it will be sustained over that period and beyond. (one page)

Addendums/Attachments/Exhibits: This can be supportive material as needed. It may be background on who is carrying out the work – what is their area of expertise; are you working with a consultant.

Send only what they ask for. Provide the information in the order they ask for and do not go over their requested maximum page length. Do not bind so that it can't be copied for their board meeting.