

Program Planning and Proposal Writing

Source: *Program Planning and Proposal Writing-The Grantsmanship Center*

Checklist for Proposal Summary

- Belongs at the beginning of the proposal
- Identifies the grant applicant
- Includes at least one sentence on credibility
- Includes at least one sentence on problem
- Includes at least one sentence on objectives
- Includes at least one sentence on methods
- Includes total cost, funds already obtained, amount requested in this proposal
- Should be brief
- Should be clear
- Should be interesting

Checklist for Proposal Introduction

- Clearly establishes who is applying for funds
- Describes applicant agency purpose and goals
- Describes agency programs
- Describes clients or constituents
- Provides evidence of accomplishment
- Offers statistics to support credibility
- Offers statements and/or endorsements to support credibility
- Supports credibility in program area in which funds are sought
- Leads logically to problem statement
- Is interesting
- Is free of jargon
- Is brief

Checklist for Problem Statement

- Relates to purposes and goals of organization
- Is of reasonable dimensions
- Is supported by statistical evidence
- Is supported by statements from authorities
- Is stated in terms of clients or beneficiaries
- Is developed with input from clients and beneficiaries
- Is not the "lack of method" (unless the method is infallible)
- Doesn't make assumptions
- Doesn't use jargon
- Is interesting to read

Checklist for Objectives

- Describes problem-related outcomes of your program
- Does NOT describe your methods
- Defines the population being served
- States the time when the objectives will be met
- Describes the objectives in numerical terms; if at all possible

Checklist for Methods (Activities)

- Flows naturally from problems and objectives
- Clearly describes program activities
- States reasons for selection of activities
- Describes sequence of activities
- Describes staffing of program
- Describes clients and client selection
- Presents a reasonable scope of activities that can be accomplished within the time allotted for program and within the resources of the applicant

Checklist for Evaluation

- Covers product and process
- Tells who will be performing evaluation and how evaluators will be selected
- Defines evaluation criteria
- Describes data gathering methods
- Explains any test instruments or questionnaires to be used
- Describes the process of data analysis
- Shows how evaluation will be used for program improvements
- Describes evaluation reports to be produced

Checklist for Future Funding

- Presents a plan to provide future funding if program is to be continued
- Discusses both maintenance and future program funding if program is for construction
- Accounts for other needed expenditures if program includes purchase of equipment