



**FOUNDATION
CENTER**

Knowledge to build on.

Proposal Writing Basics

Wisdom Exchange Project Outline

Need	<ul style="list-style-type: none"> ◊ Many students are reading below grade level ◊ Senior citizens are in need of meaningful work opportunities 																																																						
Project Description	<ul style="list-style-type: none"> ◊ Local senior citizens tutor elementary school students in reading 																																																						
Goals	<ul style="list-style-type: none"> ◊ Increase reading levels for students ◊ Provide meaningful, rewarding volunteer work opportunities for seniors 																																																						
Objectives	<ul style="list-style-type: none"> ◊ Recruit 20 students, grades 3 thru 6, who are below grade level in reading ◊ Increase reading levels of at least 75% of the participants to their grade level in 1 year ◊ Recruit, train, and retain at least 20 seniors as tutors for one year 																																																						
Methods	<ul style="list-style-type: none"> ◊ One senior citizen will tutor one student for 2 days a week for 1 year ◊ Tutors are trained volunteers from Madison Community Center; students are from P.S. 27 																																																						
Staff Responsible	<ul style="list-style-type: none"> ◊ Project Coordinator to oversee project ◊ Reading Instructor (consultant) to provide training for seniors and to be available as resource 																																																						
Collaboration	<ul style="list-style-type: none"> ◊ Steering Committee will include representatives from the school administration, parents and the senior center. 																																																						
Evaluation	<ul style="list-style-type: none"> ◊ A pre- and post-test to determine reading skills. ◊ Student folders with progressive work samples. ◊ Volunteers and staff meeting logs to evaluate and record the successful procedures and the obstacles encountered ◊ A survey for volunteering seniors re: their learning experience, satisfaction, etc. 																																																						
Sustainability	<ul style="list-style-type: none"> ◊ Donations will be solicited from individuals in the community ◊ Future support will be sought from United Way and from local government agencies 																																																						
Budget	Proposed Expense Budget for Wisdom Exchange Project																																																						
	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">Executive Director</td> <td style="width: 20%;">5% Time @ \$60,000</td> <td style="width: 20%; text-align: right;">\$ 3,000</td> </tr> <tr> <td>Project Coordinator</td> <td>1/3 FTE @\$42,000/yr</td> <td style="text-align: right;">\$14,000</td> </tr> <tr> <td>Fringe</td> <td>@20%</td> <td style="text-align: right;">\$ 3,400</td> </tr> <tr> <td>Personnel Cost Subtotal</td> <td></td> <td style="text-align: right;">\$20,400</td> </tr> <tr> <td> </td> <td></td> <td></td> </tr> <tr> <td>Consultant/Reading Spec.</td> <td>20 days @\$500/day</td> <td style="text-align: right;">\$10,000</td> </tr> <tr> <td>Consultant Cost Subtotal</td> <td></td> <td style="text-align: right;">\$10,000</td> </tr> <tr> <td> </td> <td></td> <td></td> </tr> <tr> <td>Supplies, reading materials</td> <td></td> <td style="text-align: right;">\$ 5,000</td> </tr> <tr> <td>Printing, copies</td> <td></td> <td style="text-align: right;">\$ 1,000</td> </tr> <tr> <td>Transportation for seniors to school</td> <td></td> <td style="text-align: right;">\$ 2,000</td> </tr> <tr> <td>Snacks for meetings</td> <td></td> <td style="text-align: right;">\$ 1,000</td> </tr> <tr> <td>Phone</td> <td></td> <td style="text-align: right;">\$ 1,000</td> </tr> <tr> <td>Other Than Personnel Cost Subtotal</td> <td></td> <td style="text-align: right;">\$10,000</td> </tr> <tr> <td>Total Direct Costs</td> <td></td> <td style="text-align: right;">\$40,400</td> </tr> <tr> <td>Indirect Costs @15%</td> <td></td> <td style="text-align: right;">\$ 6,060</td> </tr> <tr> <td> </td> <td></td> <td></td> </tr> <tr> <td>Grand Total</td> <td></td> <td style="text-align: right;">\$46,460</td> </tr> </table>	Executive Director	5% Time @ \$60,000	\$ 3,000	Project Coordinator	1/3 FTE @\$42,000/yr	\$14,000	Fringe	@20%	\$ 3,400	Personnel Cost Subtotal		\$20,400				Consultant/Reading Spec.	20 days @\$500/day	\$10,000	Consultant Cost Subtotal		\$10,000				Supplies, reading materials		\$ 5,000	Printing, copies		\$ 1,000	Transportation for seniors to school		\$ 2,000	Snacks for meetings		\$ 1,000	Phone		\$ 1,000	Other Than Personnel Cost Subtotal		\$10,000	Total Direct Costs		\$40,400	Indirect Costs @15%		\$ 6,060				Grand Total		\$46,460
Executive Director	5% Time @ \$60,000	\$ 3,000																																																					
Project Coordinator	1/3 FTE @\$42,000/yr	\$14,000																																																					
Fringe	@20%	\$ 3,400																																																					
Personnel Cost Subtotal		\$20,400																																																					
Consultant/Reading Spec.	20 days @\$500/day	\$10,000																																																					
Consultant Cost Subtotal		\$10,000																																																					
Supplies, reading materials		\$ 5,000																																																					
Printing, copies		\$ 1,000																																																					
Transportation for seniors to school		\$ 2,000																																																					
Snacks for meetings		\$ 1,000																																																					
Phone		\$ 1,000																																																					
Other Than Personnel Cost Subtotal		\$10,000																																																					
Total Direct Costs		\$40,400																																																					
Indirect Costs @15%		\$ 6,060																																																					
Grand Total		\$46,460																																																					

Proposal Writing Basics

A Resource List

- Barbato, Joseph; Furlich, Danielle S. *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits*. New York, NY: Simon & Schuster, 2000. Call Number: 765 BAR Practical advice about the art and craft of writing related to fundraising proposals, as well as case statements, newsletters, and other communications devices used by a typical development office.
- Brown, Larissa Golden; Brown, Martin John. *Demystifying Grant Seeking: What You Really Need to Do to Get Grants*. San Francisco, CA: Jossey-Bass Publishers, 2001. Call Number: 710 BRO DEM Confronts some common ideas about the fundraising process and offers the building blocks of a systematic grants effort. The authors present a five-step grantseeking cycle, and advice about setting up office space, materials, and files for efficient use. Appendices include worksheets for each step of the cycle, and a complete sample proposal.
- Carlson, Mim. *Winning Grants Step by Step: The Complete Workbook for Planning, Developing and Writing Successful Proposals*. 2nd ed. San Francisco, CA: Jossey-Bass Publishers, 2002. Call Number: 770 CAR This workbook contains instructions and exercises designed to help with proposal planning and writing, and to meet the requirements of both government agencies and private funders. Provides a special resource section that includes how to research funders, how to evaluate a proposal through the funder's eyes, and a bibliography.
- Clarke, Cheryl A. *Storytelling for Grantseekers: The Guide to Creative Nonprofit Fundraising*. San Francisco, CA: Jossey-Bass Publishers, 2001. Call Number: 770 CLA Clarke puts forward the notion that proposals share much with great stories: characters, setting, and plot. She shows proposal writers how to craft documents that include elements of drama. The book also covers the research process and cultivation. Includes a sample letter of inquiry and sample budgets, as well as information on packaging the proposal.
- Clark, Cheryl A.; Fox, Susan P. *Grant Proposal Makeover: Transform Your Request From No to Yes*. San Francisco, CA: Jossey-Bass Publishers, 2007. Call Number: 770 CLA FOX Provides advice on the finer points of proposal writing, and includes many sample documents.
- Collins, Sarah (ed.). *The Foundation Center's Guide to Winning Proposals*. New York, NY: The Foundation Center, 2003. Call Number: 780 FC WIN The book reprints in their original form 20 proposals and four letters of inquiry that succeeded in securing foundation support. Each proposal is accompanied by commentary by the funder who awarded the grant and proposal writing advice.
- Geever, Jane C. *The Foundation Center's Guide to Proposal Writing*. 5th ed. New York, NY: The Foundation Center, 2007. Call Number: 770 GEE PRO Guides from pre-proposal planning to post-grant follow-up. Incorporates excerpts from actual grant proposals and interviews with foundation and corporate grantmakers about what they look for in a proposal. Includes chapters on researching, contacting and cultivating potential funders, as well as a sample proposal and a selected bibliography on proposal development.
- Geever, Jane C.; Trujillo, Liliana Castro (trans.); Mojica, Marco A. (trans.). *Guía para Escribir Propuestas* [In Spanish]. 3rd ed. New York, NY: Foundation Center, 2003. Call Number: 770 GEE GUI Spanish translation of The Foundation Center's Guide to Proposal Writing (above).
- Golden, Susan L. *Secrets of Successful Grantsmanship: A Guerrilla Guide to Raising Money*. San Francisco, CA: Jossey-Bass Publishers, 1997. Call Number: 770 GOL Provides a step-by-step method for navigating the grantmaking process. Offers strategies for conducting effective prospect research; making initial conversations with grantmakers; and preparing, submitting, and following up on grant proposals. Includes bibliographic references and index.
- Margolin, Judith B. (ed.); Lubin, Gail T. (ed.) *The Foundation Center's Guide to Winning Proposals II*. New York, NY: The Foundation Center, 2005. Call Number: 780 FC WIN 2005 A companion to The Foundation Center's Guide to Winning Proposals (see reference above), volume II includes more than 30 new proposals from some of the nation's most influential funders. In addition to cover letters and budgets, volume II includes winning proposals for general operating support, special projects, seed money, evaluation, capacity building and other needs.

- Miner, Lynn E.; Miner, Jeremy T. *Proposal Planning and Writing*. 3rd ed. Westport, CT: Greenwood Press, 2003. Call Number: 770 MIN Covers the proposal development process focusing primarily on protocols for federal government grants, but also covering the standard elements of proposals to private foundations and corporate funding sources. Presents many examples taken from successful proposals.
- New, Cheryl Carter; Quick, James Aaron. *How to Write a Grant Proposal*. Hoboken, NJ: John Wiley & Sons, 2003. Call Number: 770 NEW New and Quick include the key elements of standard proposal formats, including the executive summary, need statement, project description, evaluation, and budget. Each chapter contains examples and checklists.
- Robinson, Andy. *Grassroots Grants: An Activist's Guide to Grantseeking*. 2nd ed. San Francisco, CA: Jossey-Bass Publishers, 2004. Call Number: 770 ROB Presents a pragmatic look at how foundations function and how grantseeking fits in with an overall fundraising strategy for grassroots activists. Step-by-step guidance on how to achieve success is provided, and several sample proposals are included.
- Scanlan, Eugene A. *Corporate and Foundation Fund Raising: A Complete Guide From the Inside*. Frederick, MD: Aspen Publishers, 1997. Call Number: 720 SCA An overview of the various types of corporate foundations and giving programs, as well as private and community foundations is presented, followed by appropriate techniques of approaching them effectively.
- Teitel, Martin. *"Thank You for Submitting Your Proposal": A Foundation Director Reveals What Happens Next*. Medfield, MA: Emerson & Church, 2006. Call Number: 770 TEI. Provides advice to grantseekers about proposal fundamentals, the use of letters of inquiry, site visits, communications with funders, and the reality of board decision-making.

INTERNET RESOURCES

Foundation Center's FAQs: foundationcenter.org/getstarted/faqs

The Frequently Asked Questions (FAQs) section in the "Get Answers" section of the Foundation Center's Web site addresses a broad spectrum of questions about the nonprofit sector and the grantseeking process. Start with the questions on Proposal Writing (fdncenter.org/getstarted/faqs/section_3d.html) which include questions on finding sample proposals.

Foundation Center's Links to Common Grant Applications: foundationcenter.org/findfunders/cga.html

Proposal Writing Short Course: foundationcenter.org/getstarted/tutorials/shortcourse/index.html

The Foundation Center's Proposal Writing Short Course is a free two-part course covering the basic components of a proposal and important elements such as budget and expenses, administration and the research process involved.

Spanish-Language Proposal Writing Short Course:

foundationcenter.org/getstarted/tutorials/shortcourse/prop1_sp.html

Innonet (Innovation Network): www.innonet.org

Step-by-step online help with program planning and evaluation. A simple, free registration process must be completed in order to use the site. A unique tool called the "Point K Learning Center" allows one to build a blueprint for designing, evaluating and implementing a successful program.