

WRITING TIPS

- Make a cohesive argument
- Don't stray away from your plan
- Avoid excessive jargon
- Think of the reviewer
 - No unnecessary information
- Revise
- Have someone else read the proposal
- Edit, Edit, Edit

PRIVATE GRANTS

- Proposals should be only 5-7 pages in length
- Proposal:
 - Cover letter
 - Executive Summary
 - Statement of Need
 - Project Description
 - Budget
 - Organization Information
 - Conclusion
- Letter of application may be required

SECTIONS OF THE PROPOSAL



SUMMARY STATEMENT

- Starts with a summary of the proposal.
- Answer: who, what, how, how much
- Why is there a need?
- What are you going to do to solve this need?
- Also known as an executive summary



POPULATION/GEOGRAPHIC AREA

- Identify target group
- Identify geographic area
- Use background data (examples, statistics)
- Be as specific as possible:
 - Demographics
 - Socioeconomic data
 - Census info - Populations <http://www.census.gov>
- Statement of need
 - We are so needy/poor that...

IDENTIFICATION OF NEED

- How do you know there is a need?
- Research other organizations' efforts
 - What is being done currently?
 - Did it work?
 - What has been done in the past?
 - How will your project be different?
- How will project address that need?



GOAL AND OBJECTIVES

- What do you want to accomplish?
- List goal and objectives to reach goal
 - Goal: Increase teenagers use of MedlinePlus
 - Objectives:
 - Publicize MedlinePlus in high school newspaper
 - Conduct MedlinePlus presentations at high school
 - Conduct MedlinePlus training classes targeting teenagers at public library
- Use action words: increase, reduce, expand



FACILITIES/INSTITUTIONAL SUPPORT

- Describe the organization/institution
- What makes your organization unique?
- Describe services or facilities
- Detail any support provided by partner organizations, library, university, etc.
- Any other source of funding
- Letters of support

METHODOLOGY AND APPROACH

- How will you address the need?
- How will you meet each objective?
 - Details, details
- Timeline from start to finish
- Project Staff
 - What are their qualifications?
 - Resumes or CVs



EVALUATION

- Must be measurable and quantifiable
- Use baseline data
- Evaluate each goal and objective



CONTINUATION OF ACTIVITIES

- Will the project be continued after period of funding ends?
 - Indicates recipient's belief in the project
- What will be done with information gathered during the project?
- Important to foundations, non-profit organizations, private funders

THE BUDGET



Step 1

- Contact Grants or Accounting office in your institution for Indirect Cost Rate (IDC)
- Indirect Cost: Costs not readily identifiable with a particular cost objective, but necessary to the operation of the institution to conduct the activities it performs
- Not all awards will permit indirect costs

THE BUDGET (CONT.)



Step 2

- Highlight each item in the narrative that will appear in the budget and vice versa
- Break down each item into parts; be intuitive

BAD >

Equipment	\$1000
------------------	---------------

GOOD >

Equipment	
Dell computer Model #	\$900
Remote Mouse	\$100