

ELEMENTS OF A GOOD PROPOSAL

Foundation staffs generally agree that a well-organized proposal should state briefly and clearly what the foundations want to know.

- The program's purpose and significance, and what it will accomplish
- How and where the program's purpose will be achieved and who is expected to achieve it
- What results are expected from the program
- Who will direct the program
- How much the program is expected to cost
- Why your organization is qualified to do the job
- When you expect to finish the program

In an organized manner, these points form the body of any proposal organized as follows, depending on each individual foundation's requirements:

Cover Letter

The cover letter is the first page of a proposal, unless the foundation or corporation specifies otherwise. Usually address your cover letter to the contact person and briefly state the grant amount requested, what your organization expects to accomplish with the grant, and any evidence of matching funds, and include a sentence thanking the foundation officer(s) for considering your request. The cover letter is very important because it is the first impression the foundation officer gets of your organization's ability to carry out the program. In many ways, it's the initial contact in writing.

Executive Summary

The executive summary is a more detailed version of the cover letter. It directly answers the who, what, when, where, how, and why of your program in one page or less. The selling power of a well-organized executive summary should never be under-estimated. In many ways, it makes or breaks a grant proposal. We recommend an executive summary begin with a brief description of the council's history: state when the council was

incorporated, its geographic territory, the number of youth and adult members, the council's mission and vision statements, and the council's potential for serving more young people.

Statement of Need

The second paragraph explains why the project is needed and is usually known as the *statement of need*. It should identify the target group, state the problem compellingly as supported by your research, and predict a possible outcome if the problem continues.

Problem Solution

The new paragraph, as part of the statement of need, should offer a solution for the problem. Be careful not to imply that Scouting is the only solution to the problem.

Program Goals

The last paragraph, of the executive summary should state the goals of the program, the targeted population, the overall benefits to the young people served, the program's unique features, the general timeframe, and the estimated costs of the program.

Program Details

The pages that follow are an embellishment of the executive summary. The various components may include, but are not limited to, the following:

Objectives and Timeframes. The program's measurable objectives are the measures by which you determine when the goals have been accomplished. Objectives can usually be compared to your critical achievements because the objectives emphatically state what is to be accomplished. The program's timeframes should be given to establish a time line for completion of the goals and objectives.

Implementation. The implementation is the "how to" component of your proposal and addresses how and when you will achieve the program objectives.

Outcomes. The outcomes of the program are the expected benefits the target group of young men experience as a result of being involved in the program.

Evaluation. The evaluation component addresses how the program's success will be measured.

Future Funding. The future funding statement lets the grant maker know how the program will be self-sufficient as well as the expected life of the program.

Grant Request

The grant request component re-states your organization's formal request for the grant and what will be accomplished and re-names the program contact person. A concluding statement thanking the foundation's board or management team for considering your request closes the narrative.

Program Budget

The last page of the proposal is an itemized budget sheet showing the detailed costs of the program. Any matching, in-kind support is also identified and the totals are shown vertically as well as horizontally.

FINAL POLISH FOR YOUR PROPOSAL

After you've finished writing your proposal, we recommend that you have someone else proofread it. The old saying, "two heads are better than one" can be seconded by most grant-writers in this final process. Computers are a blessing when it comes to editing and spell checking, but a proofreader can point out mistakes the computer cannot catch, such as the word "there" when you meant to use "their."

Packaging your proposal in a well-organized manner will make a good impression on the person who receives it. We recommend arranging your proposal and all your supporting documents inside a personalized folder in the following manner:

Left side:	Right side:
Application	Council's IRS 501 c(3) letter
Cover letter and proposal	Council's latest annual report
Pertinent program brochure	Council's latest audited financial statement
	Council's program budget
	Latest list of the council's executive board

When your proposal and the supporting documents are completed, the final step is to mail the personalized council folder to the corporate or

foundation office weeks before the due date. If possible, you could try hand-delivering the folder, but only if the corporate program officer agrees. Unit-serving executives who hand-deliver their proposal folders may at times be fortunate enough to personally meet the program officer and spend a few minutes sharing the proposal with her. This distinguishes you from the hundreds of other people who mailed their proposals. A personal delivery may even increase your chances of getting the grant!

In conclusion, there is no substitute for spending enough time researching your prospects and tailoring a proposal that addresses the goals and objectives of the particular corporation or foundation. A clear understanding of what you want to accomplish as well as how you communicate your goals to a foundation staff member before you submit your proposal is very important. In the initial contact, a program officer's first impression of you should be that of a professional Scouter who is confident and well-organized, understands the corporation's or foundation's mission, and sincerely appreciates her time. As a matter of fact, program managers who give away important dollars to charitable organizations always remember the individuals who thanked them and kept them informed!

EXAMPLE: CORPORATION OR FOUNDATION GRANT PROPOSAL

There are many ways to present your case in a grant proposal. Our outline in this guide is just one of those ways. We present, as an example, Eugene Onegin's grant proposal to the Turandot Foundation using the components discussed earlier.

Cover Letter

Any month, any day, any year

Donna E. Mobile, Program Manager
Turandot Foundation
12345 Sixth Avenue
Our town, our state, zip code

Dear Ms. Mobile,

The Eckswyzhee Council, Boy Scouts of America, respectfully requests a \$5,000 grant from the Turandot Foundation to support the council's Scoutreach program. Specifically, this grant will enable 150 predominately Hispanic young men to join Cub Scout packs and Boy Scout troops located in hard-to-serve neighborhoods, pay for their registration membership fees, and pay for their Scouting uniforms. We have also obtained funds in the amount of \$56,900 from other foundations. We will use those funds to pay our Scoutreach director's salary and benefits and provide camperships that enable the new Scouts to attend summer camp.

For the past five years, the council has been committed to providing Scouting programs to more minority young people. The vision and dedicated volunteer leadership of our Scoutreach committee has enabled many young lives to be touched by Scouting. Our focus now is to take this important program to the next exciting level, serving more young people in the 21st century.

On behalf of the 55,555 young people in our community served by Scouting's guiding principles, we thank you and the board of directors of the Turandot Foundation for considering our request for a \$5,000 grant.

Sincerely,

Eugene Onegin
Endowment Director

Scoutreach Proposal

Scoutreach Program Proposal

Executive Summary

This year the Eckswezhee Council, Boy Scouts of America celebrates 90 years of providing service to Our Town's young people. The mission of the BSA is to prepare young people to make ethical choices over their lifetimes by instilling in them the values of the Scout Oath and Scout Law. Scouting also teaches young people to help others and instills personal values of good character, good citizenship, and personal fitness that allow them to achieve their full potential. The council currently serves 55,555 Scouts and Learning for Life students, who are active in 2,001 Scouting units and Learning for Life groups.

Statement of Need

Many promising children who reside in Our Town's Southside community are truly at-risk. The disintegration of the family, rampant drug abuse, gangs, and extreme violence all work against their chances of someday becoming productive, contributing members of society. Sadly, a large percentage of these young people must grow up too quickly because of the need to help support their families. Too often, their education is sacrificed and the vicious cycle of poverty, dropping out of school, and unemployment is perpetuated in this crime-torn community.

One solution to this problem is to re-direct a child's energies away from negative, self-imposed limitations towards a more positive and healthy "can-do" attitude through Scouting's traditional Cub Scouting and Boy Scouting programs. Recruiting and training caring adult Scout leaders with whom these boys can identify and bond will be the key to our program's success. Through positive leadership and support, these youngsters will learn important life skills that promote responsible citizenship in the home, school, and community.

The Eckswezhee Council, Boy Scouts of America wants to affect the lives of more minority boys between the ages of seven and fifteen with the implementation of the Scoutreach program. Our program goal is to collaborate with at least 10 Southside religious groups, schools, and community-based organizations in an effort to organize new Scouting units in Hispanic neighborhoods, enabling 150 young men to become Scouts. This innovative, ongoing program will give children the positive framework they need to build productive lives and futures. Recruiting parents to serve in key unit leadership capacities is a special emphasis of our program. The timeframe for this innovative program is September 2001 through December 2002.

Scoutreach Proposal (cont.)

Objectives and Timeframes

We will accomplish the following measurable Scoutreach program objectives:

- Organize a total of 10 traditional Scouting units through collaborations with Southside religious groups, schools, and community-based organizations.
- Enroll 150 at-risk young men in Scouting units and provide them with opportunities to participate in the Scouting program from September 2001 through December 2002.
- Recruit and train minority community leaders to serve as unit leaders for these 10 Scouting units, being culturally sensitive to their needs. Bilingual Scouting mentors and training literature will play an important role in this process.
- Promote strong community service and support within each of these Scouting units.
- Encourage family participation in most Scouting activities.

Implementing this pioneering program requires a timetable of events and expected completion dates, which are listed below:

- By September 2001, collaborations are established with Southside organizations to formally organize 10 new Scouting units.
- By November 30, 2001, 10 new units are organized and 150 boys are recruited. Bilingual training is provided for the new parent leaders and a Scout mentor is assigned.
- By February 2002, 90 percent of the Scouts will have received their first rank advancement.
- By August 2002, 85 percent of the Scouts will have attended summer camp.
- By October 2002, units participate in council fall recruiting drive to enroll new Scouts and adult leaders for year-end recruiting.
- By December 2002, new units are re-registered for another program cycle and a summary report of the council's Scoutreach program is sent to the Turandot Foundation.

Program Implementation

The methods to be used in accomplishing our objectives are:

- The involvement of the boys' families in all organizational Scouting meetings and in specific Scouting family outdoor activities.
- Bilingual training opportunities for the new leaders followed-up by our Scouting mentors.
- The use of bilingual Scouting resource materials for effective communication with parents.
- Promotion of Scouting's visibility in the community through school rallies, religious group presentations, and community fairs.
- Implementation of well-planned weekly activities at each Scouting unit and a method of tracking each Scout's attendance, advancement, and participation in outdoor activities.

Scoutreach Proposal (cont.)

Program Outcomes

The outcomes we expect to accomplish as a direct benefit to the young people include:

- Enhanced self-esteem and personal discipline
- The capacity to learn new skills and build new strengths
- Good moral and ethical decision-making skills
- Respect for themselves and other people
- A sense of pride in their rich ethnic heritage

Evaluation and Future Funding

Through past experience, we know the desired outcomes of our Scoutreach program are being achieved when these success indicators are present:

- The Scouts are meeting on a regular basis with planned outdoor activities.
- Unit leaders are trained within a month of assuming their leadership role and attend regular district meetings.
- A representative from the sponsoring organization is part of the troop committee.
- The boys are advancing in rank.

In an effort to encourage each unit to be self sufficient, the council offers money-earning opportunities such as the council popcorn sale and Scouting show ticket sales. The commissions each boy earns for his unit will enable leaders to obtain uniforms, books, equipment, and summer camp opportunities for the boys. Our plan assures that each of the 10 units will renew their charter as an active unit well beyond the targeted grant period.

Grant Request

The Eckswyzhee Council respectfully requests a \$5,000 grant from the Turandot Foundation to support our continuing service to at-risk children in Our Town's Southside community. The grant will enable our targeted youngsters to join Cub Scout packs and Boy Scout troops within walking distance of their homes and it will provide for their membership registration fees and Scout uniforms. Committed grants from the Peer Gynt Trust and Our Town's United Way will support the salary and benefits of our Scoutreach director, Mr. Joe Fidelio, who will provide leadership to this exciting program.

We thank you and the board of directors of the Turandot Foundation for considering our request of a \$5,000 grant.

Scoutreach Proposal (cont.)

Scoutreach Program 2001/2002 Budget

<u>Item</u>	<u>Grant from Turandot Foundation</u>	<u>Other Source</u>	<u>Amount</u>	<u>Total Amount</u>
Registration Costs				
150 Scouts at \$8 per person	\$1,200.00			\$1,200.00
New unit charter and leader fees at \$80 per unit	800.00			800.00
Program Costs				
150 Scout uniform shirts at \$20 per shirt	3,000.00			3,000.00
150 summer camp fees at \$35 per Scout		Camperships	5,250.00	5,250.00
150 <i>Boy Scout Handbooks</i> at \$5 per book		Gynt Trust	750.00	750.00
Training fees for 50 new leaders at \$10 per leader		Gynt Trust	500.00	500.00
Recognition fees for 200 Scouts and leaders at \$2 each		Gynt Trust	400.00	400.00
Council Support Services				
Scoutreach director's salary/15-months		Gynt Trust/ United Way	50,000.00	50,000.00
Total costs	\$5,000.00		\$56,900.00	
\$61,900.00				