

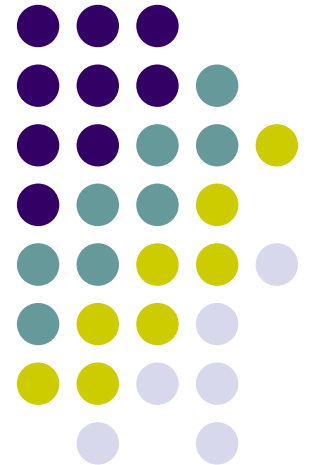


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Barbara Kopp Miller, Ph.D.

The Program Proposal
Based on: Geever, J. (2007). *The
Foundation Center's Guide to
Proposal Writing (5th Edition)*. The
Foundation Center: US.



Program grant proposal



- Components of a program grant proposal
 - Executive summary
 - Statement of need
 - Project description
 - Budget
 - Organization information
 - Conclusion



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Executive Summary



- Executive Summary
 - What is the problem?
 - What is the solution?
 - What are the funding requirements?
 - Who is the organization and what is their expertise?



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Statement of Need – Facts and/or Statistics (World, US, State, City)



- Needs assessment
- Surveys
- Focus groups
- Interviews
- Usage statistics
- Media coverage
- Reports from gov.
- Demographic studies
- Projections
- Healthy People 2010
- Health Trends
- Profile of Older Americans 2008
- State of Aging and Health



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- [Healthy People 2010 Home Page](#)
- [Older Adult Profile](#)
- [State of Aging and Health](#)
- [Health Trends 2007](#)



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Statement of Need – A Human Face on the Problem



- Use anecdotes
- Provide real life examples
- Quotations
- Emphasize NEED
- Convince the reader that the problem can be solved



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Project Description



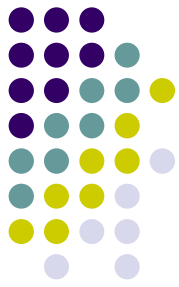
- Objectives
- Methods
- Staffing/Administration
- Evaluation
- Sustainability



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Objectives

- Tangible
- Specific
- Concrete
- Measurable
- Achievable within a specific time frame



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Objectives can be....



- Behavioral – action is required
- Performance – behavior will occur within a specific time frame at an expected level
- Process – how something occurs
- Product – tangible item will result



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Methods – Description of activities to achieve objectives



- Must relate to objectives
- How?
 - Detailed description from beginning until end
- When?
 - Order and timing of tasks
 - Time table
- Why?
 - Defend your chosen method



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Staffing/Administration



- Staff needed
 - Number, qualifications, specific assignments
- Paid vs. volunteer vs. consultants
- Already employed vs. recruitment needed
- Strong project director
- Explain anything unusual



Evaluation



- Did the outcomes occur?
- Was it due to the intervention/program?
- Were strategies adopted correct?
- Include all stakeholders
- Formative evaluation
 - Is the process working
- Summative evaluation
 - Summary of project
- Qualitative and quantitative
- Who will do the evaluation?



Sustainability



- Long term financial sustainability for ongoing projects
- Is it a one time project?
- How will it continue when the grant funds end?



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Budget



- Direct costs
 - Personnel
 - Nonpersonnel
- Indirect costs
 - Fixed %
 - Heating, air conditioning
- Budget narrative
- In-kind support



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Organization information

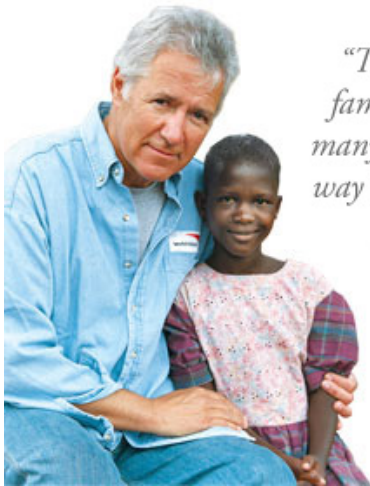


- Sell project first, then organization
- Size of board
- Details of staff
- Activities undertaken
- Mission
- Expertise



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Conclusion



“Thank you, World Vision . . . My family and I have been sponsors for many, many years. We have seen the way it not only changes a child's life, but entire communities as well. So I hope you'll join me today.”

Alex Trebek
host of Jeopardy!

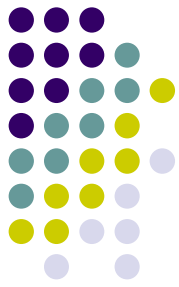
- Last chance to WOW them
- Facts and emotions combined
- Get them in the head and the heart



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Appendices

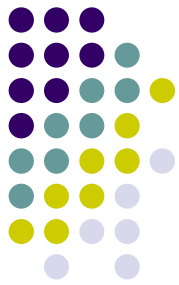


- Board of Directors/Trustees
- Operating budget
- Current funding sources
- Copy of IRS 501(c)3 letter
- Audited financial statements
- Resumes of key staff
- Organizational chart



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Cover letter



- Indicate size of request
- Why are you approaching them?
- Mention any prior discussion of proposal
- Describe contents of proposal
- Briefly explain project
- Offer to set up meeting



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Putney, 2005

<http://www.tgci.com/magazine/Understanding%20Research%20Proposals.pdf>



- Research grant proposals
 - Purpose: learn something
 - Qualifications: Principal investigator
 - Abstract
 - Literature review
- Program grant proposals
 - Purpose: to meet a need
 - Qualifications: Organization
 - Executive Summary
 - Statement of need



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Putney, 2005

<http://www.tgci.com/magazine/Understanding%20Research%20Proposals.pdf>



- Research grant proposals

- Research design
- Future investigation
- Process for dissemination
- Appendices
 - Letter of support
 - IRB
 - Biosketch

- Program grant proposals

- Methodology/program
- Future funding
- Evaluation
- Appendices
 - Board of Director
 - 501(c)3 letter
 - Financial statements



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