

Funding Proposal Preparation Guide

Before you can implement a funding campaign with foundations and corporations, you need to be prepared. First, you need to research your options. Then, understand what needs to be in the proposal. And last, write the proposal. These guidelines are an overview of how to develop your fund proposal.

Funding Source Research

1. Identifying potential corporate and foundation funding sources
 - The Foundation Center: <http://fdncenter.org>
2. Information Gathering
 - The Foundation Directory & The Foundation Grants Index
3. Rating compatibility
 - Do you fit within their giving guidelines?
4. Identifying Current Relationships within High Priority Potential Funding Sources
 - The first truism of fundraising: *“People Give Money to People”*
5. Scheduling Meetings with High Priority Potential Funding Sources
 - The second truism of fundraising: *“People Give Money To People They Know”*
6. Decision Point
 - Where are we the most compatible & where do we have the best relationship?
 - Where is the timing of our proposal the best?

Common Proposal Components

1. A Summary or Abstract
 - Should frame your proposal and leave the reader wanting to learn more
2. Introduction Section
 - The goal of the Introduction section of your proposal is to build your agency’s credibility
3. Problem/Needs Statement
 - A clear understanding of the underlying problem or need
 - What research based programs provide the assumptions that the proposed program will work to meet these needs?
4. Objectives Section
 - Clearly and succinctly describe the “outcomes” of your proposed activities
5. Methods Section
 - What tasks and activities will need to be accomplished to insure that our objectives are met?
6. Evaluation Component
 - How will you know that you have succeeded in accomplishing your stated objectives?
7. Continuation Plan
 - How will your program continue after the grant has ended?
8. Program Budget
 - All funding sources want to know how you plan to spend their money
9. Required Attachments...*Fewer is Better!*
10. Cover Letter

Writing the Proposal - Some Basics

- Keep the proposal neat
- Be brief and concise, yet be enthusiastic and positive
- Avoid making statements which you cannot support
- Tailor your proposal to the funder’s format & write it from the potential funder’s perspective.