Writing Effective Funding Proposals

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Effective Funding Proposals

There's No Magic Bullet!

…there are *Best Practices* to improve your results!

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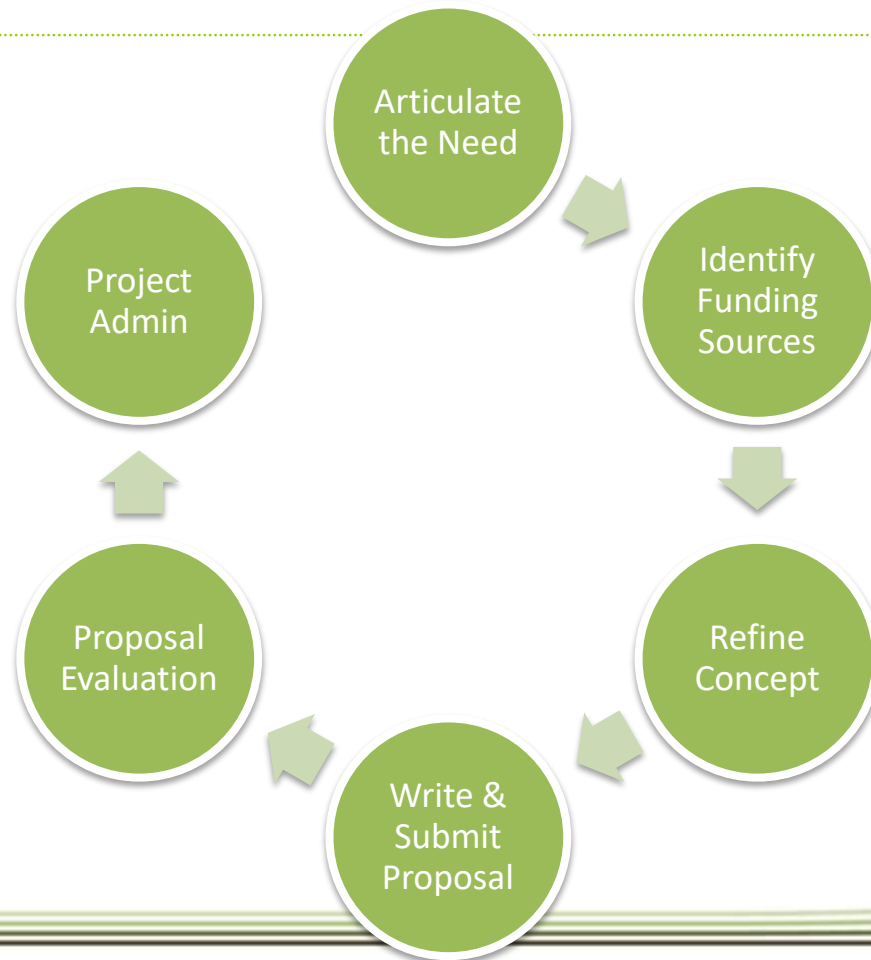
FIRST: Understand the Terminology

Your "Project" vs. a "*Funding Project*"

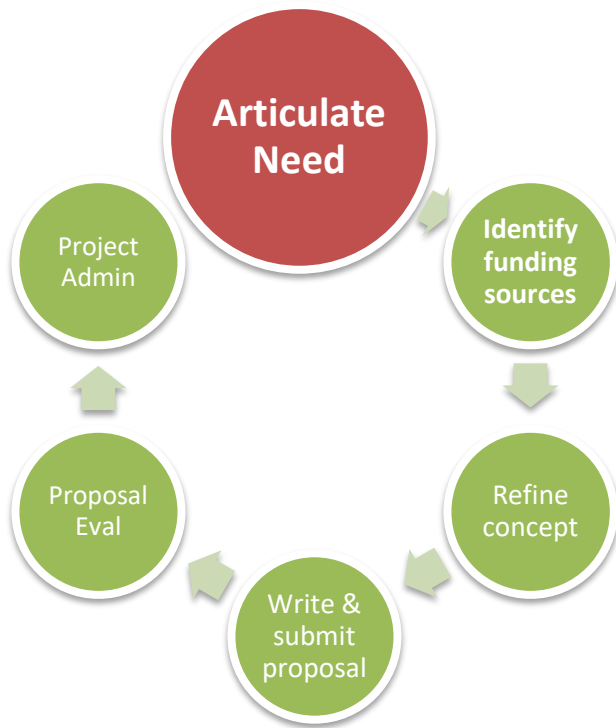May have different timelines.

May have a project team vs regular team.

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The Proposal-Writing Process

Articulate the Need

Identify Funding Sources

Refine Concept

Write & Submit Proposal

Proposal Evaluation

Project Admin

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TIP #1: Identify The Need

What is the problem or opportunity

- Why is it important?
- What are you planning to do about it?
- How will you do it?
- Why your organization?
- What's the "Big Picture Plan"?

Articulate Need

Identify funding sources

Refine concept

Write & submit proposal

Proposal Eval
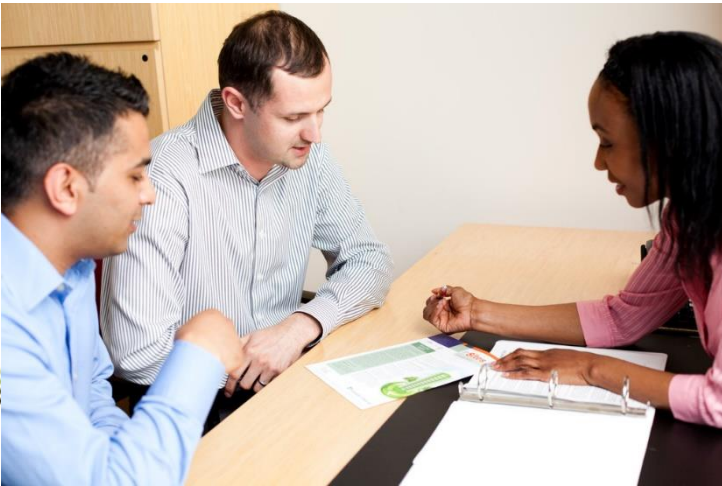
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TIP #2: Find Collaborators

Who's a natural partner?

Identify stakeholders, get them on board.

Have they made an investment

(monetary or in-kind)?

Peer review

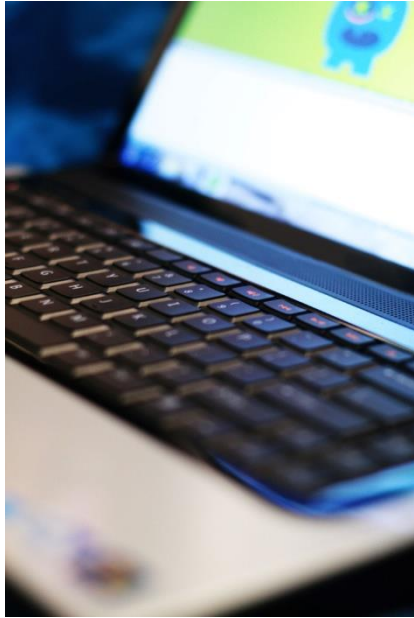Ontario

TIP #3: Check The Fit

The right program 'fits' with your 'why".

Research the right funding partner: interests must align.

How will your proposal help the funder?

Put yourself in the funder's shoes

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TIP #4: Be Convincing – Market the Project

Make the first sentence count

Support with facts

Grab their attention, paint a vivid picture

Hold their attention, explain the benefits

Identify The Prospect's Need

Logical Solution To A Problem Or Gap

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TIP #5: Read, Understand, Answer

Read the guidelines.

Answer the questions.

Utilize all resources offered

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TIP #6: Document, Document, Document

Share the plan (O.P., Master Plan, DR,

BR+E, Strategic Plan, etc).

Demonstrate support.

Provide quotes.

Don't direct the reader to a website.

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TIP #7: List All Outcomes

Clearly define the expected outcomes.

Who will benefit from the project's success.

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TIP #8: Why You?

Capacity to Execute

Experience with Similar Projects

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TIP #9: Innovation vs Best Practices

Identify the traditional approach.

Describe how your approach is different.

Is the project new to your community, industry or organization?

Is the project considered to be a best practice?

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TIP #10: Accuracy & Consistency

Match budget with activities and timelines.

Get quotes.

Where will the money come from?

TIP #11: Don't Rush

Identify deadline well in advance.

Set a timeline for writing.

Include time for feedback.

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Effective Funding Proposals

Activity   Time Required   Date

1. Identify why your project is needed
2. Research funding prospects
3. Read and understand the application
4. Write a draft application
5. Create budget
6. Align budget with activity timeline
7. Solicit expert input
8. Solicit collaborators (letters, in-kind & monetary support)
9. Obtain quotes
10. Peer review(s) & funder coaching/review (if available)
11. Final editing
12. Submission

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Thank You!

Any questions?

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