WRITING A FUNDRAISING PROPOSAL

WORKSHEET

What are funders looking for in a proposal?

Whether you’re submitting a proposal to an individual donor, a funding institution, or an allied group, there are key questions you need to answer. Included below is an outline to help guide your proposal. Referencing your plan and your new budget, try to provide the relevant information about your campaign for each section below.

1. Organizational background: Background of your organization including founding year and your mission

1. Background problem/definition: The context and issues underlying the proposal

1. Project goals and objectives: The desired result

1. Grant Term: The expected start and end date for the project
2. Project activities/timeline: The actions that will be taken and the timeline for doing so

1. Project indicators, outcomes, and deliverables: How you will track and measure results

1. Project management: Brief description of how the project will be managed and a list of primary staff, their project roles, and a brief description of their backgrounds/qualifications

1. Budget scope: Itemized budget for the project and the written request for funds