

Step 4

Developing Your Proposal

4.1 Core content requirements

Although proposal requirements vary, in general all proposals include the following sections:

Cover letter	Brief summary of the main points discussed in the proposal and why your organization is a good candidate for funding.	1 page
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Title page	Focus of the proposal, required contact information, signatures and date.	1 page
	↓	
Executive summary	Umbrella statement of your case and a summary of the entire proposal.	1 page
	↓	
Introduction	Why this project is necessary and why you are qualified to do it.	2 pages
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Project description	Nuts and bolts of how the project will be carried out and evaluated.	3 pages
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Budget	Financial description of the project.	1-2 pages
	↓	
Organization information	History and governing structure of your organization, and its primary activities, audiences and services.	1 page
	↓	
Appendices	Required forms and additional information.	Varies

How-To Tip

- Check whether a letter of request or quick phone call may be **sufficient** for smaller amounts of money.