

Step 4

Developing Your Proposal

4.11 Cover Letter

Your cover letter is usually written on organization letterhead and contains an even briefer version of what appears in the executive summary. In addition, it should:

- Contain a comment showing your excitement for the project.
- Identify the significant benefits to be gained by the project.
- Include a few sentences demonstrating a fit with the funder's goals and interests.

The letter should, according to proper protocol, be signed by your board chairman. The executive director should only sign the letter as an "agent" of the board, with a declaration as such under the director's signature, e.g. "Jean Jones, Executive Director, for the Board."