

### Step Four: Proposal Content Checklist

<b>Cover Letter</b> <i>Is it...</i>	✓	<b>Notes</b>
...on organization letterhead?		
...a brief version of what appears in the executive summary?		
...identifying significant benefit to be gained from the project?		
...showing the fit with the funder's goals and interests?		
...showing your excitement for the project?		
... signed by the President or Chairperson of the organizations' Board of Directors?		
<b>Title Page</b> <i>Does it include...</i>	✓	<b>Notes</b>
...a project title that provides a brief indication of the focus of your proposal?		
...the name of applicant?		
...the name of agency submitted to?		
...a typed name?		
...contact information?		
...the title of authorized personnel approving submission?		
...the signature of authorized personnel approving submission?		
...the date of approval?		
...the date of submission?		

<b><i>Executive Summary</i></b>	<b><i>Does it include...</i></b>	<b>✓</b>	<b><i>Notes</i></b>
	...a brief statement of the problem or need?		
	...a short description of the project, including what will take place and what outcomes are expected?		
	...an explanation of the amount of grant money required for the project?		
	...sustainability expectations - your plans for continuing the project in the future?		
	... a brief statement of the name, history, purpose and activities of your agency, emphasizing its capacity to carry out this project?		

<b>Introduction</b>	<b>Does it include...</b>	✓	<b>Notes</b>
	...a short summary of the problem in terms of the needs of humans and other life?		
	...a brief summary of evidence and examples showing the significance of the problem, and demonstrating a precise understanding?		
	...an explanation about why this problem should be of special interest to the funder that includes links between your project idea and funder's priorities?		
	...a brief overview of what you plan to do?		
	...highlights about the unique or innovative aspects to your proposal?		
	...highlights of relevant recent experience?		
	...highlights about what makes you unique?		
	...links between the project and your organizational goals?		
<b>Project Description</b>		✓	<b>Notes</b>
<b>Goal and outcome objectives</b>	<b>Does it include...</b>		
	...separate goals and objectives?		
	...objectives that are specific (i.e. that identify an audience of interest, and the specific change that you plan on effecting in that audience)?		
	...objectives that are measurable?		
	...objectives that are attainable?		
	...objectives that are realistic?		
	...objectives that are time-limited?		
	...a brief explanation of why these objectives were selected?		
	...a brief explanation of why these objectives are of special interest to the funder?		

...indicators that will clearly show whether the objectives were achieved?		
...a summary of evidence showing that your project will result in achieving the objectives (with details in the Appendix)?		
...a realistic assessment of the available resources for achieving your objectives?		
...details about when the objectives will be met?		
<b>Methodology</b> <b>Does it include...</b>	✓	<b>Notes</b>
...a detailed description of what activities will occur from the time the project begins until it is complete?		
...links between methods and outcome objectives?		
...an explanation of the interrelationships among project activities?		
...a description of why particular methods were chosen?		
...evidence and examples of past experience that justify your choices of methods?		
...notes about who will carry out each project task?		
...chronological presentation of tasks, with clear deadlines attached to critical junctures?		
<b>Staffing and Administration</b> <b>Does it include...</b>	✓	<b>Notes</b>
...names of people who will undertake the work?		
...qualifications of people who will undertake the work?		
...details of the specific assignments each person will undertake?		
...details about the time each person will devote to the project?		
<b>Evaluation</b> <b>Does it include...</b>	✓	<b>Notes</b>
...an explanation about who the evaluation is intended to serve, and how the results will assist them?		
...links between evaluation and objectives ?		

...a description of the type of evaluation that will be used?		
...explanation about whether data collection strategies will be qualitative, quantitative, or a combination?		
...a description of evaluation tool use or development?		
...justification (e.g., literature, experience, needs of the people the evaluation is intended to influence or assist) for evaluation types, methods and tools?		
<b>Sustainability Does it include...</b>	✓	<b>Notes</b>
<p>...evidence that the project fits into one of the following categories:</p> <ul style="list-style-type: none"> <li>❑ The project meets a finite need that will be met within the clear start and end dates of the grant.</li> <li>❑ The project builds capacity, such that your organization, or others will be able to continue the work, without outside funding.</li> <li>❑ The project will increase the likelihood that other funders will provide support.</li> </ul>		
<b>Budget Does it include...</b>	✓	<b>Notes</b>
<b>Program Income</b>		
<b>Direct costs</b>		
...personnel costs including salaries, wages for temporary staff, fringe benefits?		
...travel?		
...consultants and contracts (fees for service)?		
...services, supplies, and materials such as advertising, promotion, postage, printing, program materials, supplies, bank/payroll charges, professional fees (audit and legal)?		
...equipment purchase and rental?		
<b>Indirect Costs</b>	✓	<b>Notes</b>
...overhead and administration?		
...facilities and utilities, including telecommunications?		

...other costs such as repair and maintenance charges for rental equipment, meeting costs, subscription dues, temporary help, insurance, bonding costs?		
<b>Organization Information</b> <i>Does it include...</i>	✓	<b>Notes</b>
...mission?		
...relationship between mission and this project?		
...audience served – characteristics and size?		
...organization's structure?		
...activities, programs, and special expertise?		
...board information – size, method of recruitment, level of participation, members (appendix)?		
...role of volunteers?		
...staff - numbers of full and part-time staff, and their levels of expertise?		
...specific relevant experience?		
...when your organization came into existence ?		
<b>Appendices</b> <i>Do they include...</i>	✓	<b>Notes</b>
...strong letters of support and commitment?		
...assurances of cooperation provided in instances of inter-agency support?		
...resumes for all key project personnel and consultants?		