

Proposal Writing Tips

Tuesday, August 10, 2021

Today's Facilitators



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Pronouns: she/her



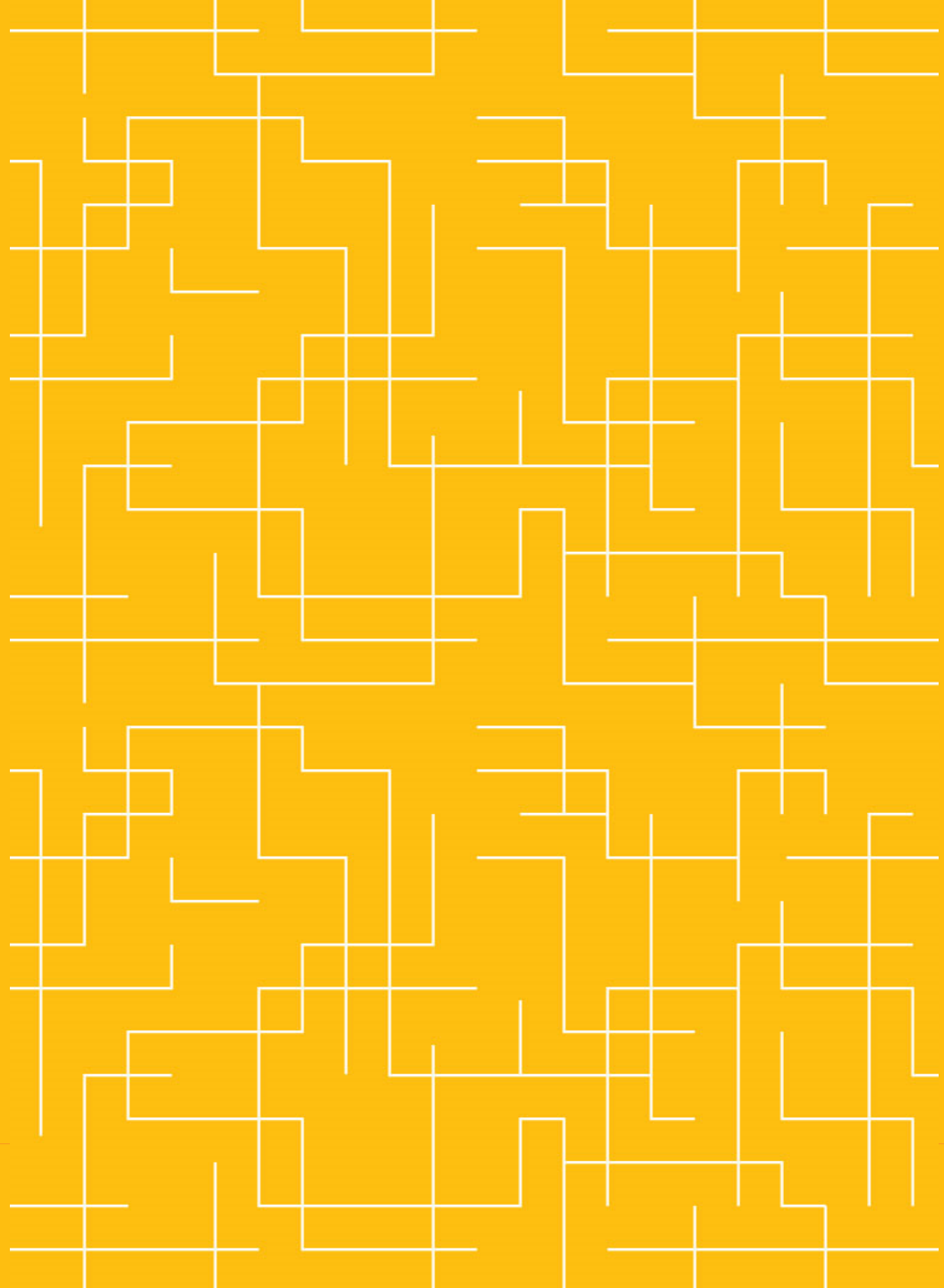
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Warm Up

What is your dream vacation?



Upon completion of this training, you should be able to:

- List the basic elements of a proposal
- Draft a standard project proposal
- Identify next steps for submitting a grant proposal
- Follow up with funders after submitting a proposal

The writing process

Proposal writing process steps

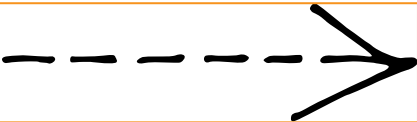


What do you need the money for?

Who will you approach?

How to put it all together?

What to do once the decision has been made?



Tip: Always follow the funders' guidelines

Formatting

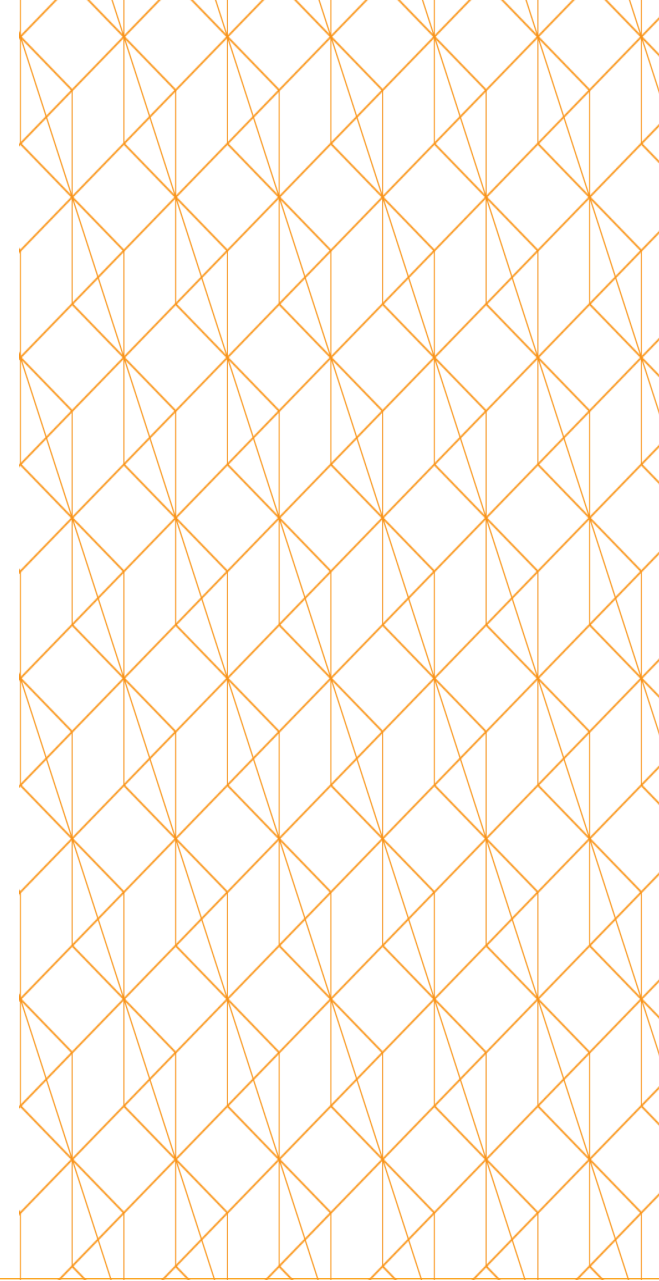
Many grantmakers use
online formats



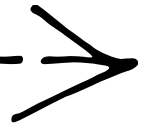
Typical proposal elements

- Executive Summary
- Narrative
 - Statement of Need
 - Project Description
 - Organization Information
 - Conclusion
- Budget
- Supporting Materials

What funders really want to know



What specific need are you addressing?



Tip: Make sure it fits the size and scale of your solution



What are you trying to achieve?

-----> **Tip:** Your outcomes must be measurable



What are your strategies for making it happen?

 **Tip:** Think of your proposal as an organizing plan

How do you know if you're successful?

- Specify program objectives in measurable terms
- Identify key indicators of success
- Outline data collection and analysis activities
- Develop a timeline to monitor the success of the program

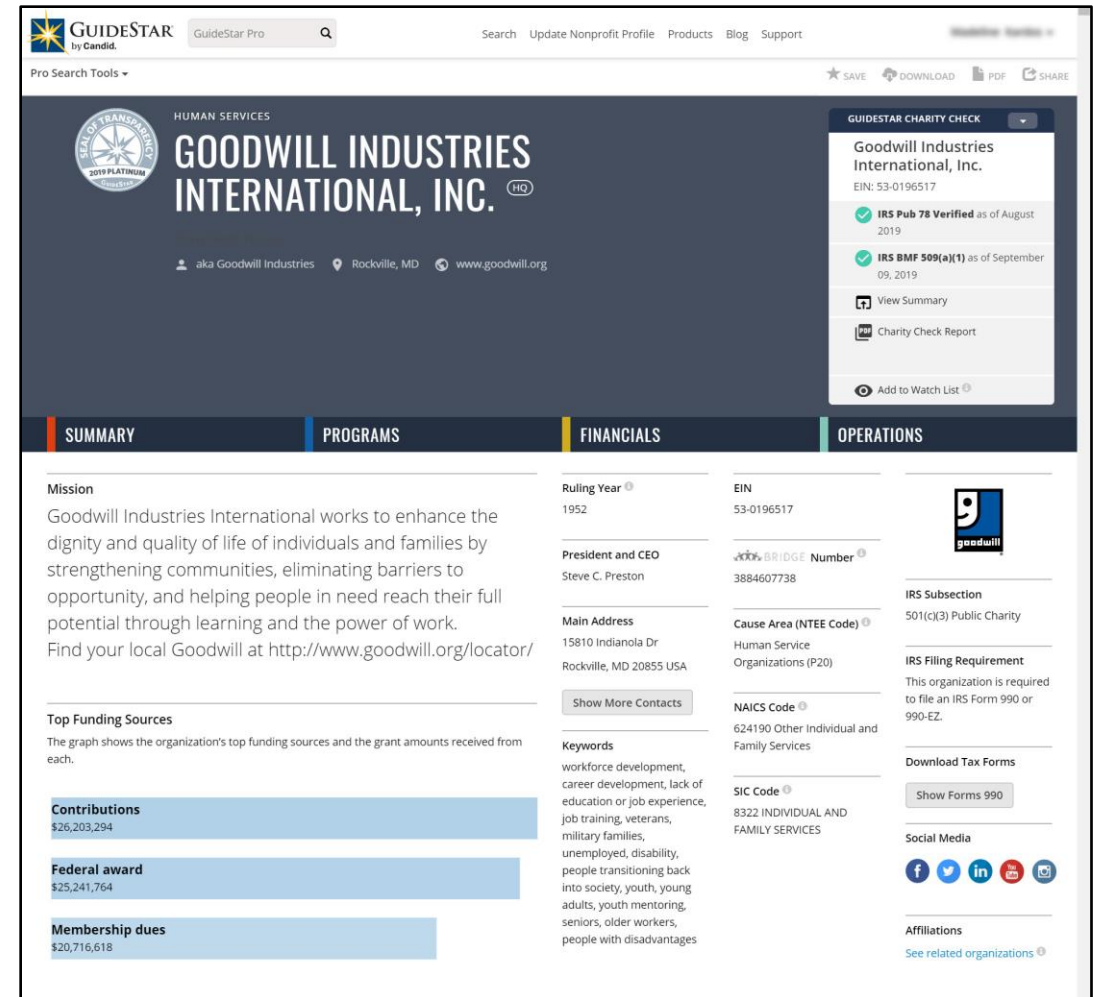
Why are you the best organization to do this work?



How will the project sustain itself in the long run?

Nonprofit profiles on GuideStar

- Many foundations review for due diligence
- Goes beyond IRS data
- Information from nonprofits themselves, 990s, and other 3rd party sources



The screenshot shows the GuideStar profile for Goodwill Industries International, Inc. The page is titled "HUMAN SERVICES" and "GOODWILL INDUSTRIES INTERNATIONAL, INC. (HQ)". It includes a "GUIDESTAR CHARITY CHECK" section with the following details:

- IRS Pub 78 Verified as of August 2019
- IRS BMF 509(a)(1) as of September 09, 2019
- View Summary
- Charity Check Report
- Add to Watch List

The main content area is divided into four tabs: SUMMARY, PROGRAMS, FINANCIALS, and OPERATIONS. The SUMMARY tab is active and displays the following information:

- Mission:** Goodwill Industries International works to enhance the dignity and quality of life of individuals and families by strengthening communities, eliminating barriers to opportunity, and helping people in need reach their full potential through learning and the power of work. Find your local Goodwill at <http://www.goodwill.org/locator/>
- Top Funding Sources:** A bar chart showing the organization's top funding sources and the grant amounts received from each.

Funding Source	Amount
Contributions	\$26,203,294
Federal award	\$25,241,764
Membership dues	\$20,716,618
- Ruling Year:** 1952
- President and CEO:** Steve C. Preston
- Main Address:** 15810 Indianola Dr, Rockville, MD 20855 USA
- Keywords:** workforce development, career development, lack of education or job experience, job training, veterans, military families, unemployed, disability, people transitioning back into society, youth, young adults, youth mentoring, seniors, older workers, people with disadvantages
- EIN:** 53-0196517
- BRIDGE Number:** 3884607738
- Cause Area (NTEE Code):** Human Service Organizations (P20)
- NAICS Code:** 624190 Other Individual and Family Services
- SIC Code:** 8322 INDIVIDUAL AND FAMILY SERVICES
- IRS Subsection:** 501(c)(3) Public Charity
- IRS Filing Requirement:** This organization is required to file an IRS Form 990 or 990-EZ.
- Download Tax Forms:** Show Forms 990
- Social Media:** Facebook, Twitter, LinkedIn, YouTube, Instagram
- Affiliations:** See related organizations

The 2021 Seals of Transparency



Basic contact and mission info

so donors can find you



Programs and brand info

so you can say what you do



Financial and people info

so you can grow trust and gain support



Strategy and metrics

so you can highlight your impact

Candid data partner network

Social Media & Tech



Giving Platforms



Financial Institutions



Grants Management



Media & Researchers



Other



3 easy steps to claim and update



Step 1

Claim your profile

Request access to your organization's profile



Step 2

Get approved

We verify your affiliation and approve your access



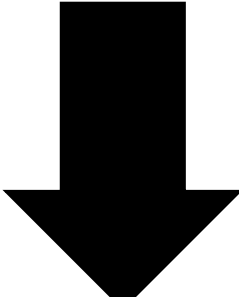
Step 3

Tell your story

Showcase your programs and your impact to fast-track your funding

Claiming your profile: First, sign in or create an account

Or we won't know who you are.



A screenshot of the GuideStar website homepage. The top navigation bar includes the GuideStar logo, a search bar, and links for 'Update Nonprofit Profile', 'Products', 'Blog', 'Support', 'Create account', and 'Sign in'. The main content area features the headline 'Connecting you with the nonprofit information you need' and an illustration of three people (a woman, a man, and a child) interacting with data and documents. Below the headline is a search bar with the text 'Search GuideStar for the most complete, up-to-date nonprofit data available.' and a 'Search' button. A 'Why upgrade?' link is also visible. At the bottom of the search bar area, there is a 'GuideStar Basic Search' label, a 'Search' button, and an 'Upgrade now (free)' button.

Next, click “Get started now”

The screenshot shows the GuideStar by Candid website. At the top left is the logo. To the right are navigation links: Search, Update Nonprofit Profile, Products, and Support. Below the navigation is a dark banner with the text 'Introducing the brand new 2020 Seals of Transparency'. The main content area features a large heading 'Update your GuideStar Nonprofit Profile' and a sub-heading 'Grow your online identity'. Below this is a paragraph: 'You have the power to choose what **tens of millions** of people see about your organization each year. Take advantage of your **free** profile and share up-to-date information.' A yellow button labeled 'Get started now' is positioned to the left of a large black arrow pointing left towards the button. On the right side of the page, there is a vertical list of links: Features, How to update, Seals of Transparency, and What people say, each separated by a dotted line.

Have questions? Go to our Help Center

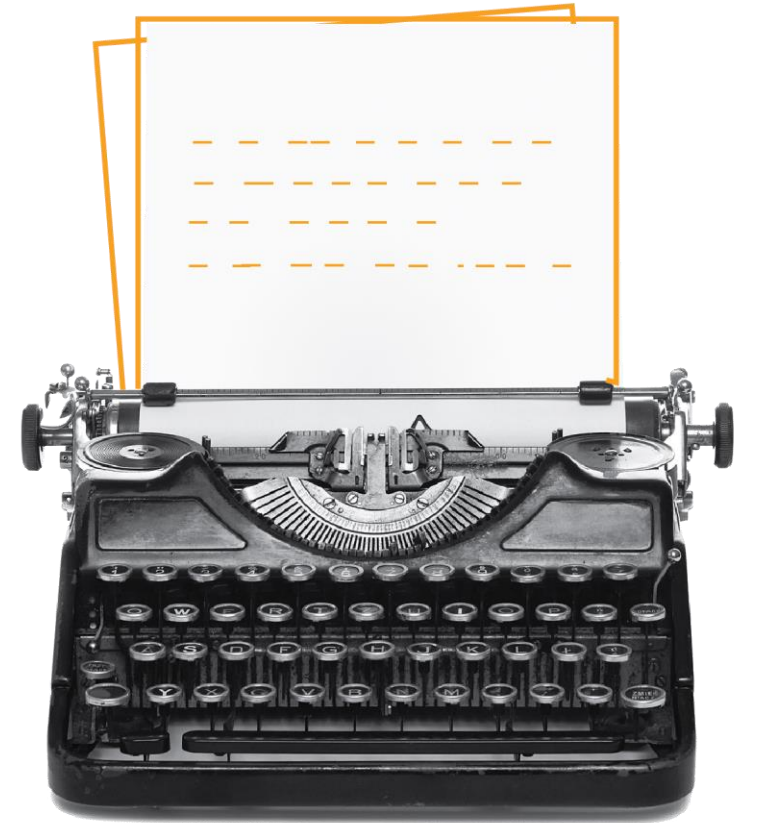
- Go to **help.guidestar.org** for
 - Guides on how to claim your profile
 - Guides for how to earn a Seal

Conclusion

Tailor it to speak to this particular funder's guidelines and interests

Executive summary

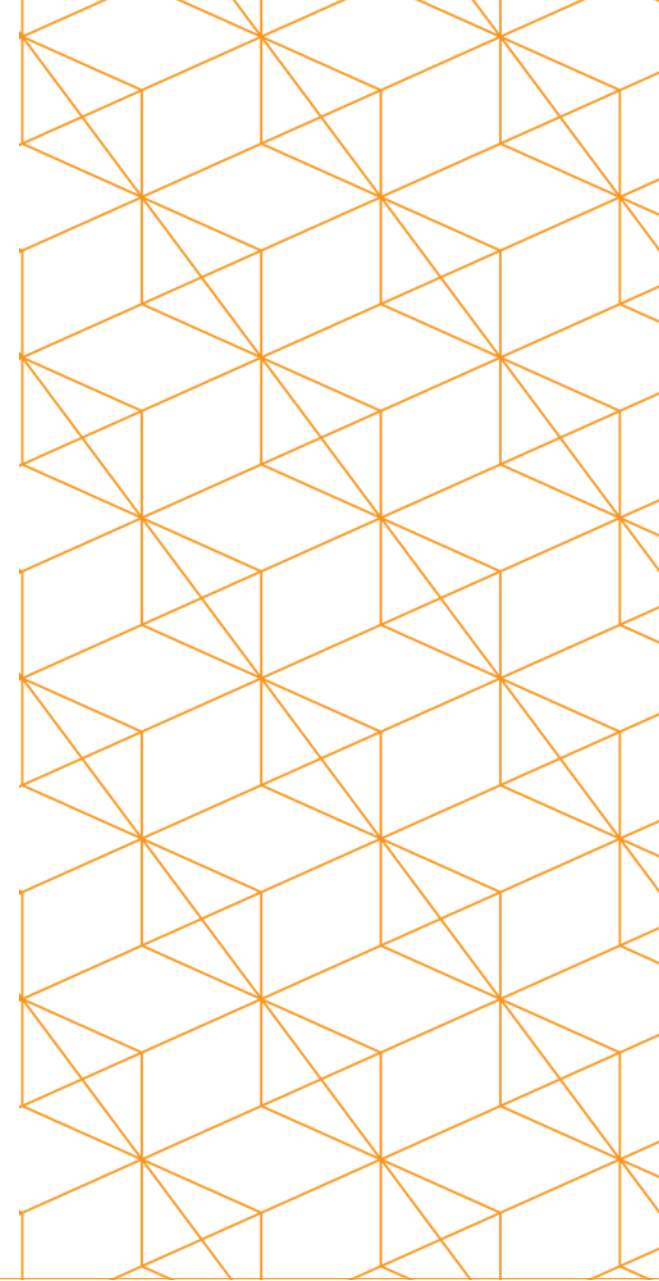
How do I reduce everything to one page?



Supporting materials

- Follow the funder's guidelines
- Include everything they ask for (and very little of anything else)
- For online applications, it's ok to add links where possible

How to follow up



Follow up: If the answer is yes

- Keep the funder informed
- Be responsive
- Do what you said you were going to do



Follow up: If the answer is no

- It's not personal
- Find out why
- Ask about future funding
- Move on; seek other prospects

Exercise

Create a project outline

Candid.

Proposal project outline worksheet

Organization name:

Project name:

Project time period:

Need

(Explaining why your project is necessary)

Project Description

The Project Description includes information from Goals, Objectives, Methods, Staffing, Partnerships, Evaluation, and Sustainability.

Goals

Objectives

Key takeaways

- Start with an outline
- Keep the language clear and concise
- Focus on the funders' interests
- Follow the funders' guidelines
- Revise and edit before submitting



Questions?

Thank you

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bit.ly/CandidLearningNewsletter

