

HOW TO WRITE A STRONG PROPOSAL

READ THE GUIDELINES CAREFULLY

- Make sure your request fits the grant program's purpose, funding range, service area, and eligibility criteria.
- Pay attention to deadlines, required attachments, and word/character limits.

STAY FOCUSED AND ALIGNED

- Connect your request directly to community needs – be specific.
- Describe the target population, geographic scope, and issue you're addressing.
- Make sure your project aligns with the funder's priorities and preferences.
- Make sure your proposal clearly ties to your organization's mission statement.

BE CLEAR ABOUT YOUR REQUEST

- Define the project, program, or capital need concisely.
- Include a timeline and clarify what stage of development you're in.
- Explain whether you are requesting support for the entire project or a specific component.

USE DATA TO SUPPORT YOUR CASE

- Provide relevant data (local, regional, or national) that shows a real, documented need, whenever available.
- Balance statistics with human stories – both matter.

PRESENT A REALISTIC BUDGET

- Make sure your budget matches your narrative.
- Avoid rounding large numbers – use real estimates.
- Clarify other sources of support, in-kind contributions, and sustainability plans.

TELL A COMPELLING STORY

- Share why this project matters, to your clients, your organization, and the community.
- Be professional, but let your passion come through.
- Avoid jargon, write for someone who might not know your field.

REVIEW, EDIT, AND GET FEEDBACK

- Use spellcheck and proofread your responses.
- Ask someone outside your organization to read your draft – can they understand it?
- Be concise, answer every question, and avoid copying/pasting from other grants.