



## Preparing a Request for Funding

### Three C's:

- Communications – do research on funder's mission, values, giving priorities, & practices, talk to staff
- Connection – be realistic about alignment & funding amount, position for partnership
- Content – answer questions, submit what is requested, well-designed program (SMART goals, logic model, theory of change exercise), writing that is clear & concise

### Typical Components of Letter of Inquiry or Proposal (title headings may vary by funder):

Organization Information:	Provide an overview of organizational mission & history, service area and population, staff and board, networks and collaborations, programs and services offered.
Statement of Need:	Identify your target population, the problems they are facing or opportunity that is available and impact of this situation on their quality of life. Use localized/relevant facts & stats.
Project Description:	List goals & objectives - objectives should be S.M.A.R.T. (strategic, measurable, achievable, realistic, time-bound). Discuss program/service to be provided, the types of changes or outcomes expected, the anticipated timeframe for the service & change, and the number of people to be served.
Methodology:	Describe your action plan - how the proposed activities will achieve the desired outcomes. Provide enough detail to show you are thorough, realistic and have a good working knowledge of the situation and what it take to create change.
Evaluation:	Describe how you will assess the impact of your efforts. Include statements about immediate numbers served as well as longer-term impact (projected/actual). Describe how you will track anticipated changes (e.g. changes in behavior, action, condition, knowledge, status, policy, practice). A general rule of thumb is to consider: how much did you do, how well did you do it and if anyone is better off as a result of your efforts. As appropriate, give thought to how you will refine your work along the way to ensure success.
Future Funding:	Be sure to address how you plan to continue the work in the future, if this is a project that you intend to sustain.
Budget:	This should be a financial reflection of the narrative provided.