

Understanding Proposal Development

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Nice to meet you



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Pronouns: he/him/his

Candid.

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid gets you the information you need to do good.

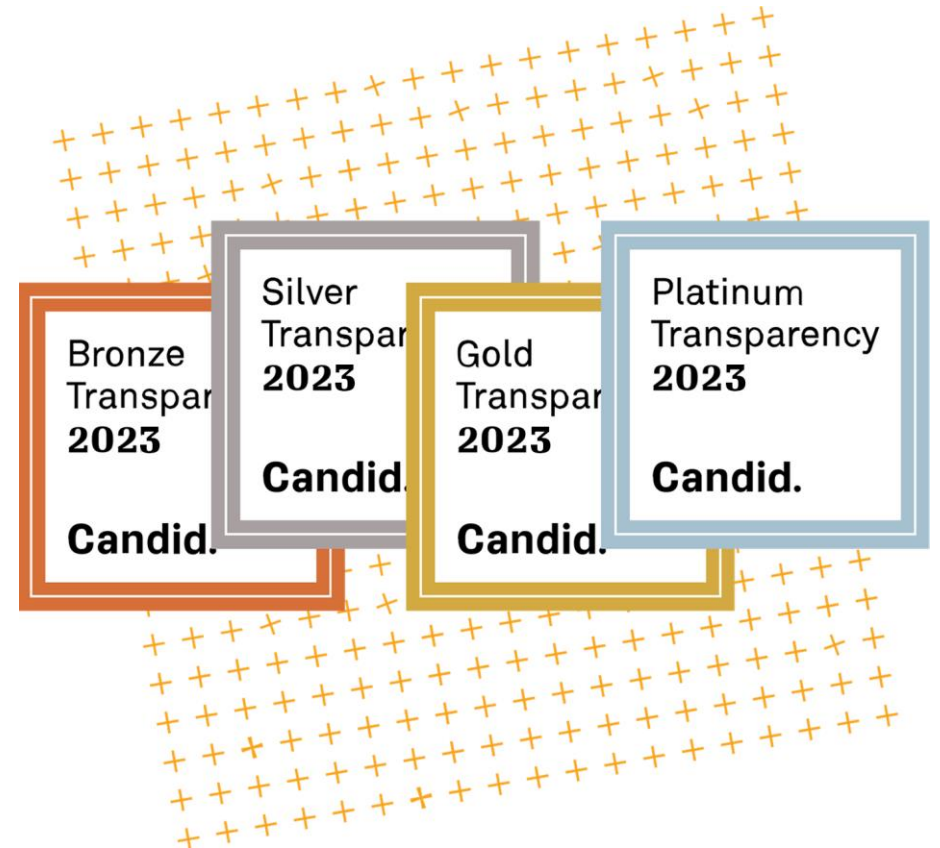


Funders look to Seals to assess potential grantees

Give funders the information they need.

- It's free to earn a Seal of Transparency
- Your information powers giving platforms like AmazonSmile and Facebook
- Earning Bronze will enable you to add a Donation button to your profile

Find guidance for getting started:
guidestar.candid.org/profile-best-practices/



Prospect research through 990s is time consuming

Save time and win funding with Foundation Directory

- Build and refine prospect lists by knowing how much a funder supports your mission
- Find connections with key decision-makers
- Influence prospecting strategies with Recipient profiles

Get valuable insights you need to succeed.
Learn more: fdo.org/guide

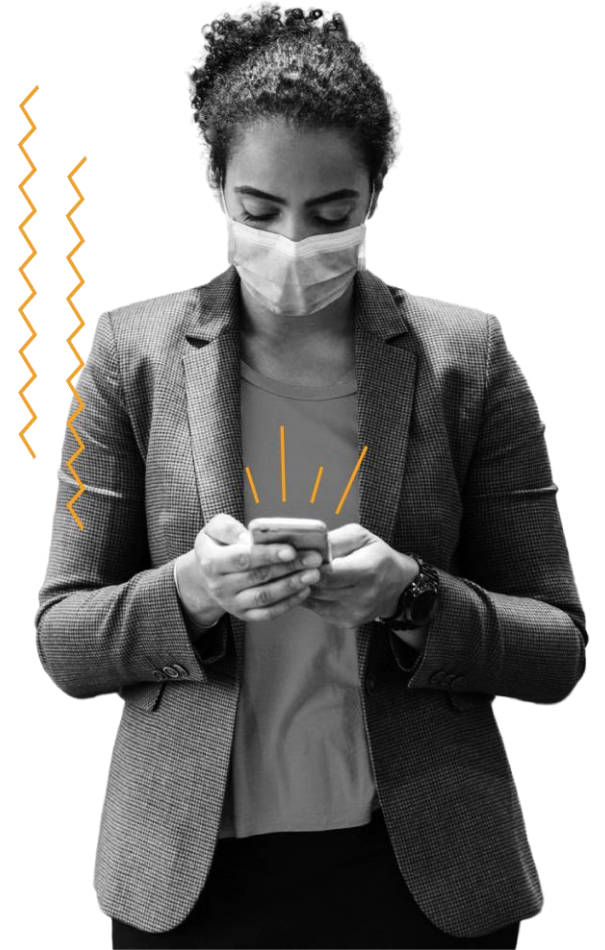


Our response to global events

Thank you for being a part of Candid's learning community. We recognize that this may be a challenging time for many. Candid has shifted its key learning opportunities to a virtual format, and you can check them out at bit.ly/CandidLearningOnline. We've also invested in providing the social sector with the resources they need to make informed decisions about today's most pressing issues:

Learn more about COVID-19 resources here:
bit.ly/CandidResourcesCOVID19

Learn more about racial equity resources here:
bit.ly/CandidRacialEquity



Understanding Proposal Development – Part 1

Upon completion of this training, you'll be able to:

- Get an overview of the proposal development creation and review process
- Describe outcomes thinking and how it differs from other approaches to program planning and management
- Apply an outcome mindset to your organization's program
- Create a Grant Review Triangle as the outcome framework for your program
- Understand project narrative for a typical grant proposal
- Work on a Resident Engagement Grants Draft Application for your project

Essential parts of a grant proposal

- The Need
- The Project description, including:
 - Goals
 - Strategies
 - Impact
- Organization information
- The Budget



What do funders look for in a request?

The most important things to funders!

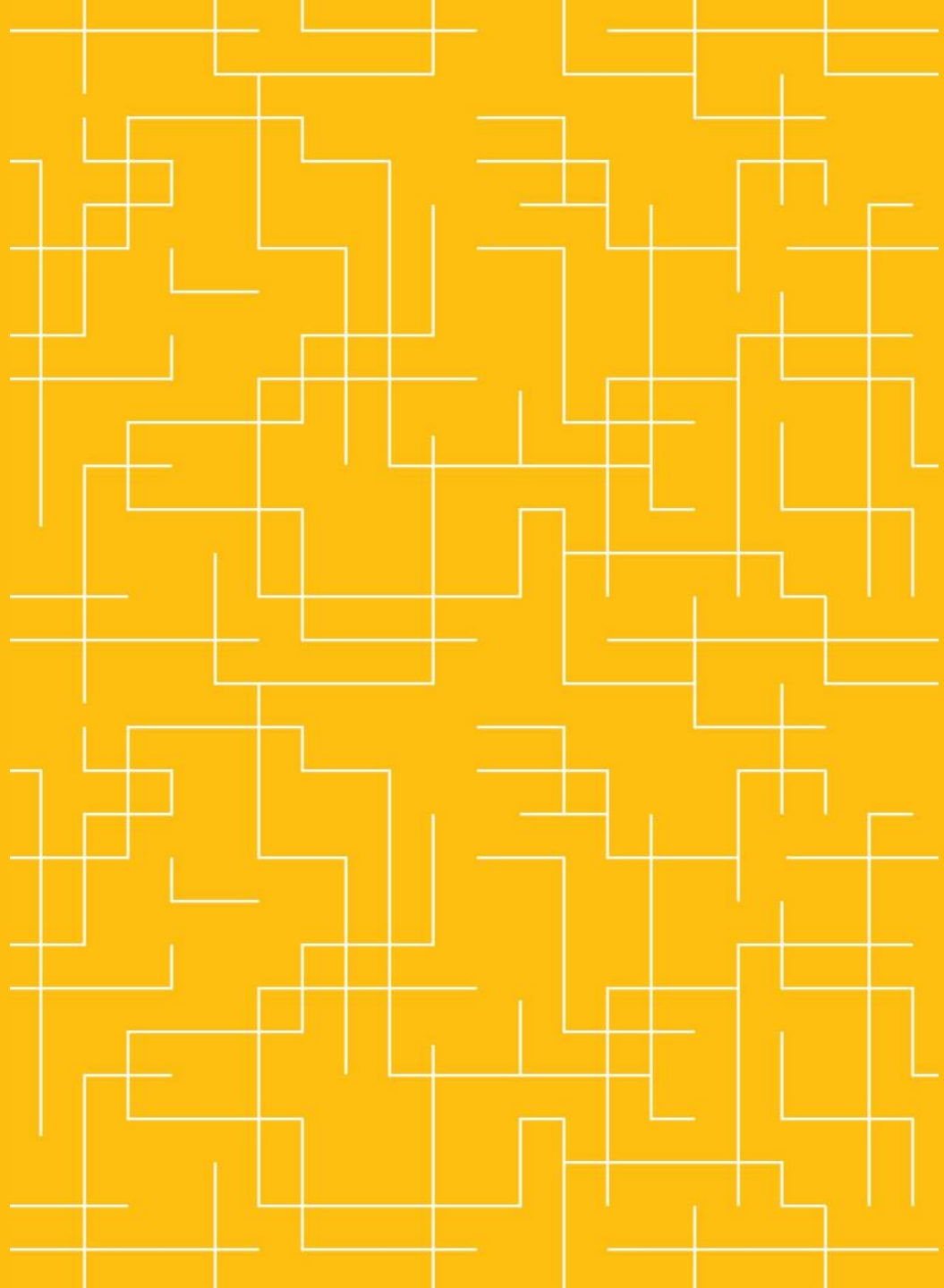
- Tell a clear, compelling story.
- Keep language clear and simple.
- Say it like you mean it—with energy and commitment. This is not a dry report.
- Don't be vague—who do you really work with?
- What will show success? Make it clear and comprehensive—have a well-thought-out plan/outline.
- Is it realistic? Can you deliver what you promise? Can you pay for it?

And don't forget...

- Talk about how this will be a mutually beneficial partnership—a win/win for both parties.
- Connect to the foundation's priorities—but don't change who you are to do so!
- Avoid jargon and acronyms—explain things.
- Follow the guidelines of the funder—and answer the questions the funder asks.
- Use white space.
- Give it to someone else to read!

How to begin?

- Outlines
- Planning
- Working Docs



Lead with the need

Your project is driven by your need statement:

- What is the issue that your program is trying to address?
- Is the issue compelling?
- What is the scale of the problem?
- Who is affected and how?



Take an Asset-Framing approach

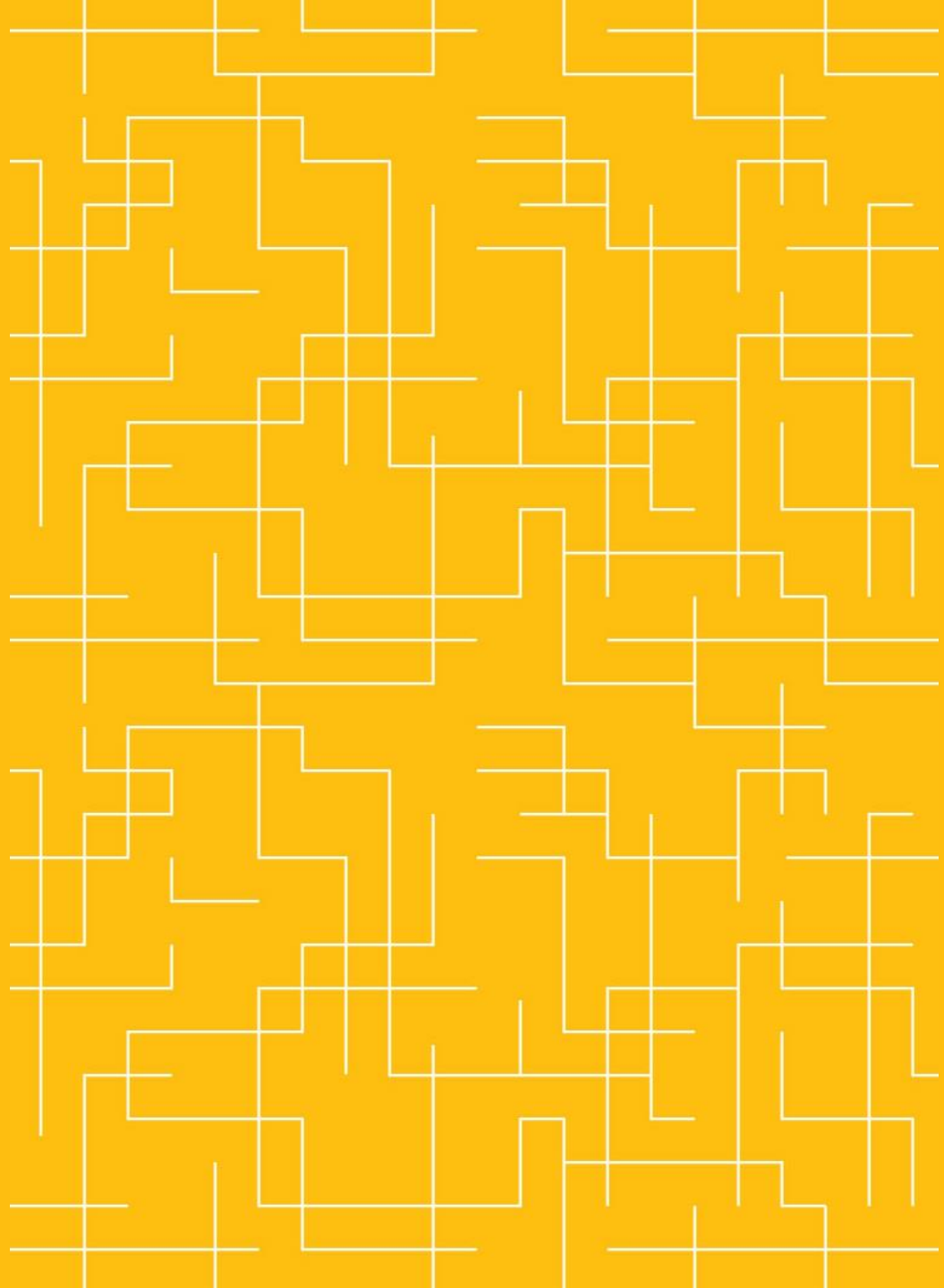
- Highlight aspirations and contributions, not problems and deficits
- Example:
 - Before: “At-risk youth”
 - After: “Youth pursuing higher education”



Learn more at skillman.org/blog/the-power-of-asset-framing/

What is the need?

- What do the people you serve really want/need?
- Take a couple minutes and jot down the most important elements.



Addressing the Need – Your Program

Goals

Strategies

Outcomes/Impact

The difference between goals, strategies, and outcomes

- **Goals** – broad, general description of what you will achieve in response to the need
- **Strategies** – your specific plans for meeting the goals you set (AKA objectives + methods)
- **Outcomes** – the extent to which you have accomplished your objectives – the short, medium, and long-term impact

S.M.A.R.T. Strategies

Specific

Provides clear direction on what actions must be taken, easy to understand

Measurable

Quantifiable and verifiable through measurement

Attainable

Realistic given organizational capabilities

Results-Oriented

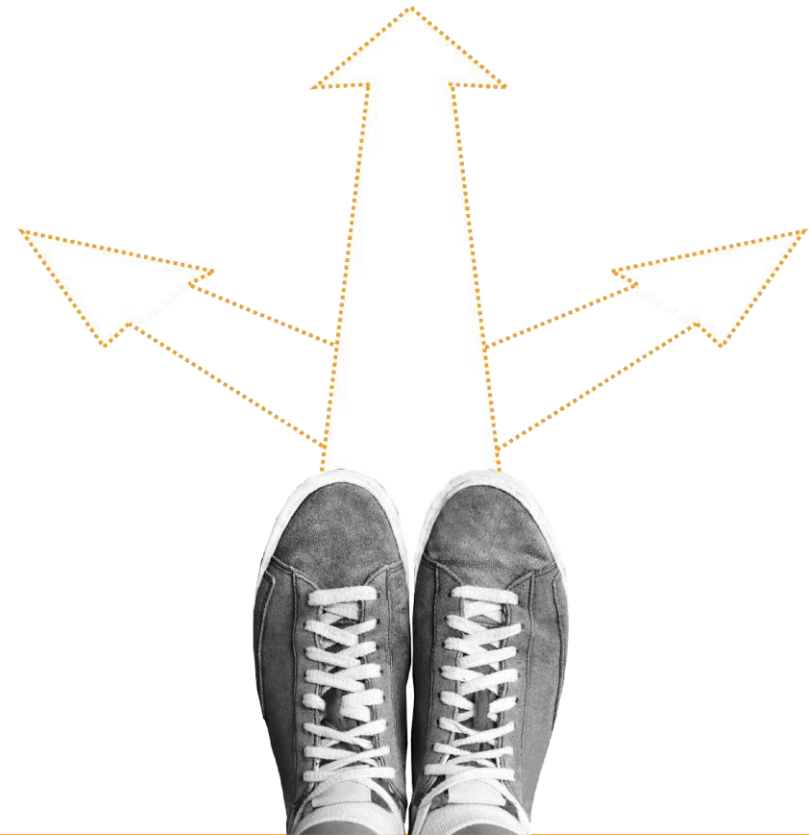
Focused on an outcome (change in behavior or condition), not the method by which you get there

Time bound

Set a time frame that is reasonable

What are outcomes?

A change in attitude/beliefs, knowledge/skills, behavior, and/or condition that results from the services you provide.



The language of outcomes

Goal
Outcome Output
Result milestone targets
 measurable
Objective short term change
long term change Impact
 Differences
 Benchmark
 input
 Benefits
indicator achievements

Shift in perspective: From output to impact

Output



Impact

150 participants attended our program

➤ 85 graduated, 100 got employed – within the first month of the program

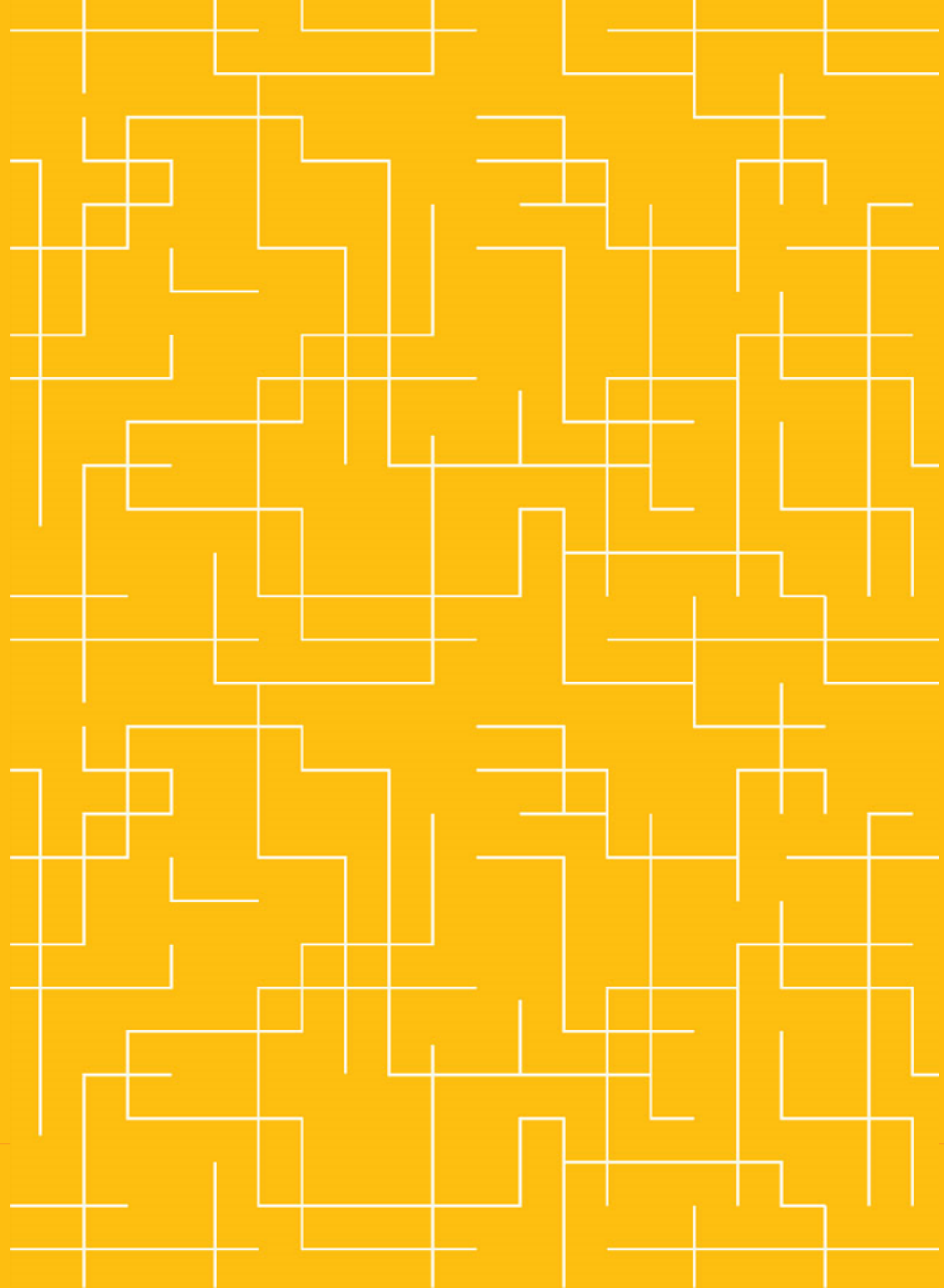
We distributed 5000 cans of food

➤ 150 hungry people consumed nutritional food 3x per week for 3 months

The language of outcomes

Short-term Impact	Mid-term Impact	Long-term Impact
Short-term changes: <ul style="list-style-type: none">- Knowledge- Skills	Medium-term changes: <ul style="list-style-type: none">- Attitude- Behavior	Long-term changes: <ul style="list-style-type: none">- Condition

Illustrating results through the Grant Review Triangle



Simple terms we use

- **Need (Resident Identified Priorities):**
What do the people you serve really want/need?
- **Goals:** broad, general description of what you will achieve in response to the need
- **Strategies:** What will you do to reach the goals?
- **Results:** Specific changes you expect to achieve in attitudes, behaviors, knowledge, skills, or status (Outcomes or impact)

The Grant Review Triangle framework

The sequence of the grant review triangle tells a story of change through a logical progression:

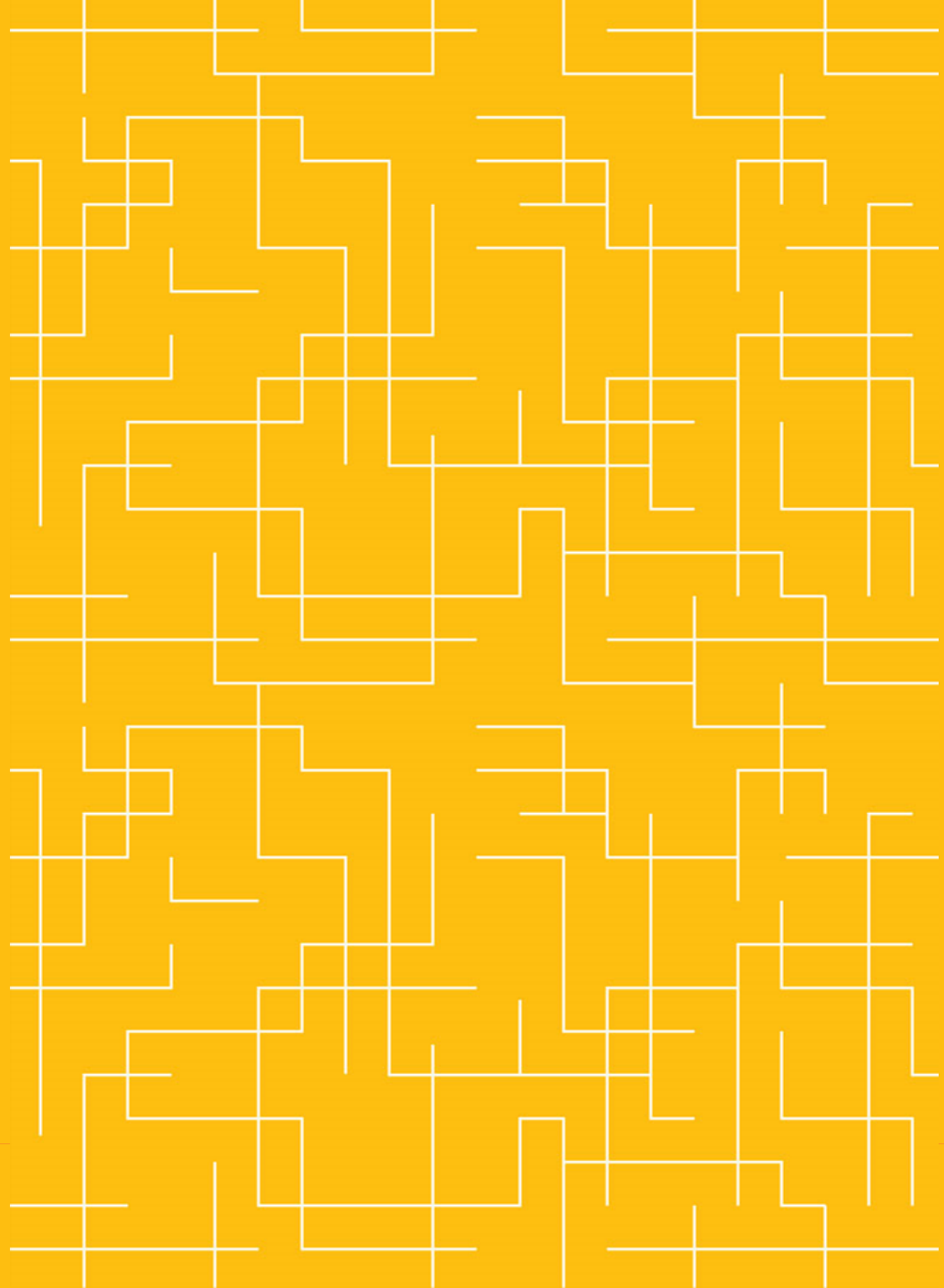
Need ➡ Goals ➡ Strategies ➡ Results

In a grant proposal, these details clarify the contents of your project :

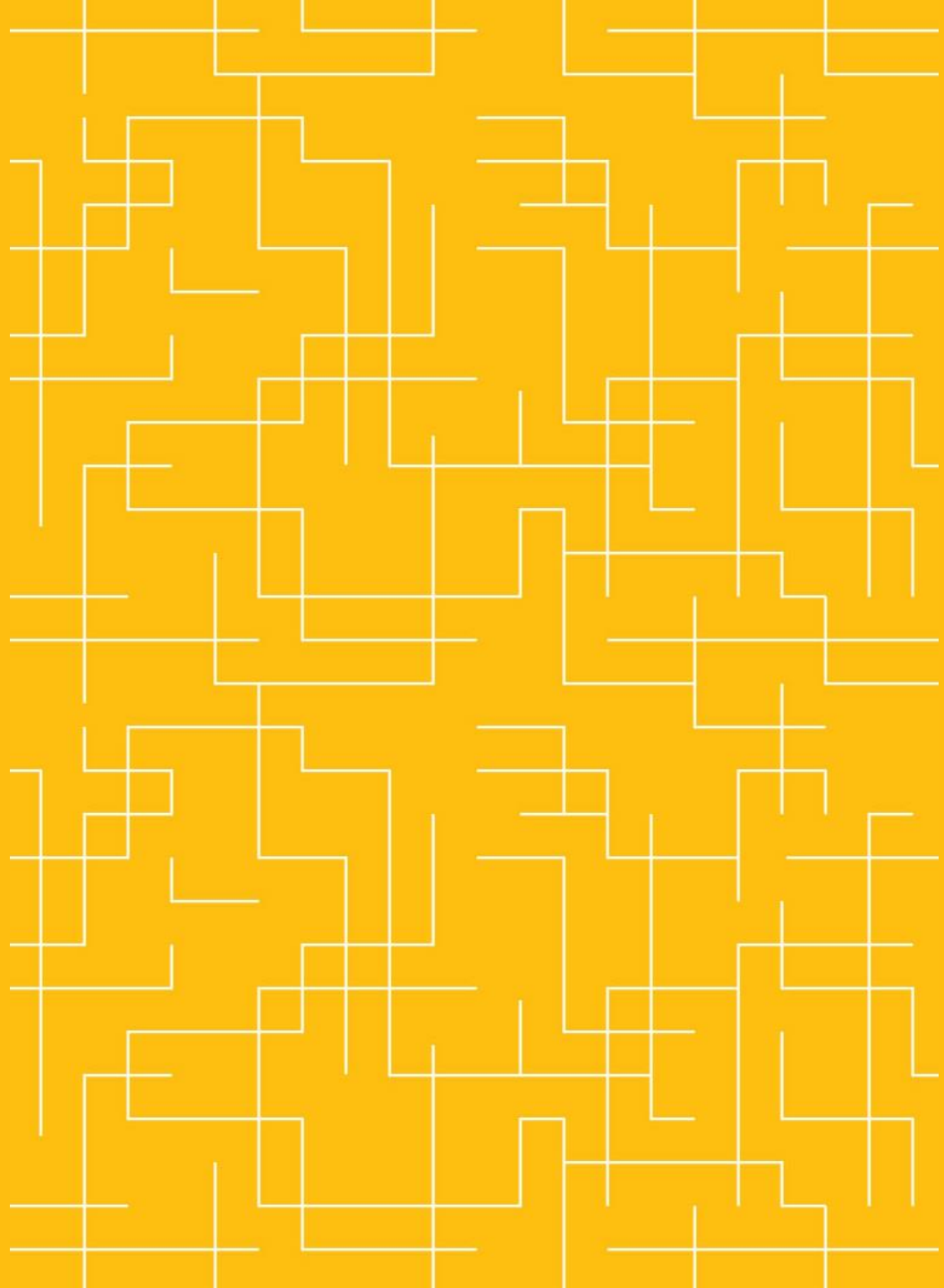
Need ➡ Goals/Objectives ➡ Methods ➡ Outcomes

Activity: Complete the Grant Review Triangle

- *Think*
- *Pair*
- *Share out*



What else is in the proposal?



Staffing/Collaboration

Who will carry out the project?

- Staff
- Volunteers
- Consultants
- Collaborators



Evaluation

How do you know if you achieved your impact?

Two types of evaluation:

1. Summative: measuring the outcome or product

Examples include:

- Likert scale
- Pre and post assessments
- Journaling

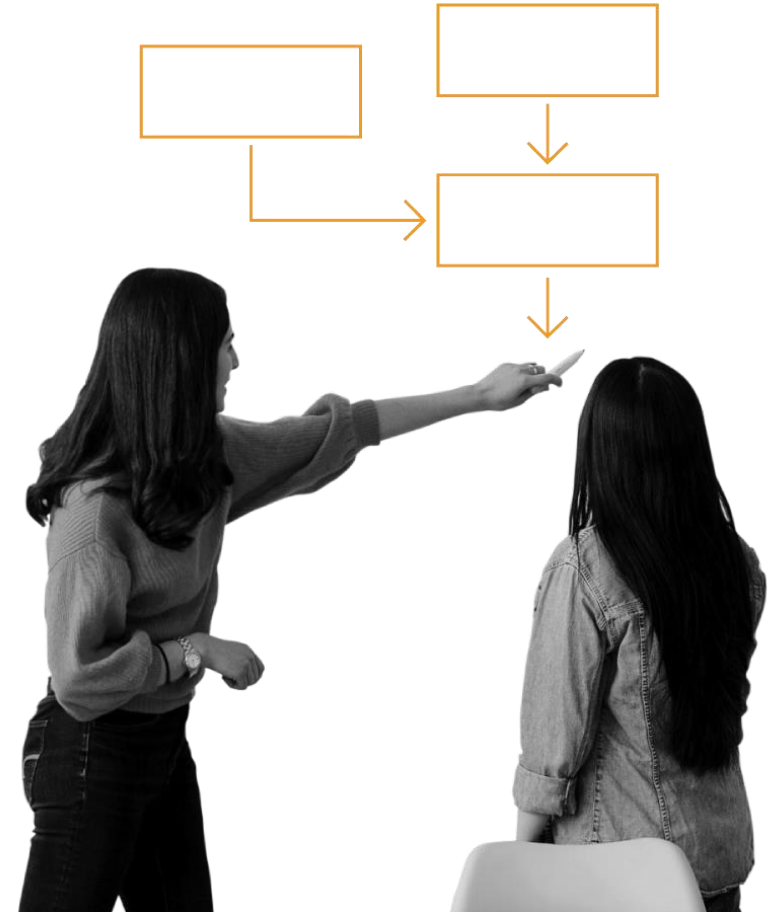


Evaluation

Two types of evaluation

2. Formative: analyzing the process

- Any bottlenecks
- Any unanticipated delays?
- Did the number of partnerships or volunteers shift? How did that affect the process?



Sustainability

How will you sustain the project?

- Indicate how the project will be funded in the future
- Provide the grantmaker with assurance that other funders are in the mix
- Lets the funder know that the project will outlive the grant

Organizational information

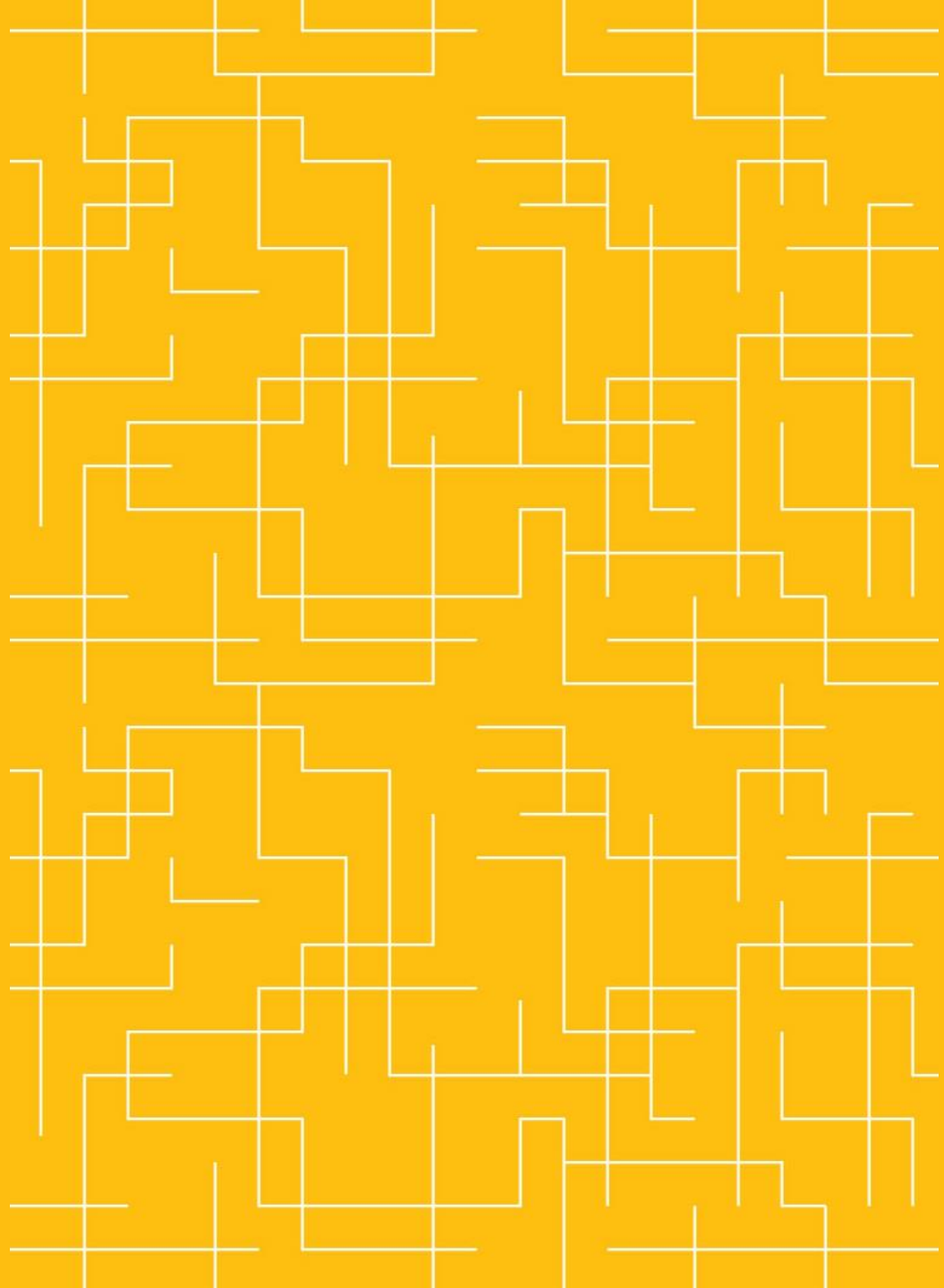
- Date of founding, mission, and history
- Organization's structure, programs, and special expertise
- Organization track record, accomplishments, and overall impact
- Information about staff and board



Activity:

Begin the Residential Engagement Grants Application

QUESTIONS?



Additional Trainings from Candid

Self-paced eLearning

Tell Your Story: Reach Donors Using Your Free Candid Profile

Price: Free

bit.ly/CandidProfileCourse

Short Video

Find grants by searching on Foundation Directory

Price: Free

bit.ly/SearchForGrants

Thank you

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