General Funding Proposal Template

Created by Tom Klaus, Advocates for Youth

The following is a General Funding Proposal template that can be used as a guide for writing a proposal that will help you address key elements of any funding application, including Federal and state RFAs. It is based on the Getting to Outcomes (GTO) planning framework which you can learn more about and download for free at: http://www.rand.org/pubs/technical_reports/TR101/. GTO is a project planning framework that is widely used in prevention programming and, most recently, by the Centers for Disease Control and Prevention in their "Promoting Science Based Approaches" teen pregnancy prevention initiative. By taking time now to work through this template your proposal content can become ready to "cut, paste, and tweak" into future Federal and state proposals.

Proposal To (Funders Name)
Contact Information & Organizational Description:
Provide your contact information and a simple paragraph about your organization's history, experience with the issue, and capacity to deliver on this proposal.
Proposal Overview/Summary:
A brief (2 or 3 paragraphs, certainly no more than one page) that describes **WHAT** *you will do,* **WHY** *you are addressing the issue, and generally* **HOW** *you will address the issue.*
Needs/Conditions to Be Addressed:
This section addresses Step #1 of GTO and answers the question: <u>What are the underlying needs and conditions that must be addressed? (Needs/Resources)</u>
Explain your process for answering this question.
Outcomes (Target Population, Goals & Objectives):
This section addresses Step #2 of GTO and answers the question: <u>What are the goals, target population, and objectives (i.e., desired outcomes)? (Goals)</u>
Explain your process for answering this question.
Science-Based or Promising Program:
This section addresses Step #3 of GTO and answers the question: <u>What science (evidenced) based models and best practice programs can be used in reaching the goals? (Best Practices)</u>
Describe the program you will implement, including a basic overview, existing evidence of effectiveness, and logic model, if you have one.
Program and Community Fit:
This section addresses Step #4 of GTO and answers the question: <u>What actions need to be taken so the selected program "fits" the community context? (Fit)</u>
Describe how you selected the program and how you will ensure that the program is a "good fit" with the community in which it is being implemented.
Continued on next back…

Resources Needed for Project Success:

This section addresses Step #5 and answers the question: <u>What organizational capacities are needed to implement the program? (Capacities)</u>

Describe what is needed (to the best of your knowledge and in consultation with your organization's leadership) to accomplish the goals of the project. The purpose is to demonstrate that your organization either already has the capacity to effectively implement the program or knows what it needs to do so. (In the final version of this proposal you might include budget information here as well.)

Project Plan:

This section addresses Step #6 and answers the question: <u>What is the (implementation) plan for this program? (Plan)</u>

In as much detail as you can at this time, describe your program planning up to including a timeline. You may be able to use an operational/implementation plan narrative in this section or even a Gantt chart that illustrates the plan for implementing the program. Since this is a General Funds Proposal, the critical steps and tasks can be outlined in advance in the operational/implementation plan and the staff assignments and timeline can be included when you are finalizing it for submission to a funder.

Quality Control/Process Evaluation:

This section addresses Step #7 and answers the question: <u>How will the program be implemented with quality? (Implementation Process Evaluation)</u>

Describe how you will ensure that the program is being implemented according to your plan and the program creator's design. This is a "quality control" step and your description will help a funder know that you are taking steps to implement with the highest quality and how you intend to monitor it. Typically, you'll address issues such as: how program facilitators are trained; how you know programs are being implemented with fidelity; how you will know participants are satisfied with the program; and how you will know the program is being implemented according to the plan described in the previous section. In short, you'll describe your process evaluation here – what you will be measuring and how you will measure it.

Outcomes & Outcome Evaluation:

This section addresses Step #8 and answers the question: <u>How well is the program working? (Outcome Evaluation)</u>

Describe the outcomes you expect to attain as a result of program implementation; how your will evaluate progress toward those goals; and how you will know when the outcomes are attained.

Continuous Quality Improvement (CQI) Plan:

This section addresses Step #9 and answers the question: <u>How will continuous quality improvement strategies be included? (Improve/Continuous Quality Improvement)</u>

Describe how you will use a systematic assessment and feedback of evaluation information about planning, implementation, and outcomes to improve future versions of the project.

Prospects and Plans for Sustainability:

This section addresses Step #10 and answers this question: <u>If the program is successful, how will it be sustained? (Sustain)</u>

Describe what you are doing to generate additional support for the program, both financial and non-financial, that could help carry the program beyond the life of the funding you are seeking through this proposal.

Proposed Budget:

If you haven't already included it under "Resources Needed for Project Success" include your budget here or attach it.