

# Proposal Writing

BF102

A decorative graphic in the bottom right corner consisting of three overlapping triangles: a teal triangle on the left, a red triangle in the middle, and a gold triangle on the right. The triangles are separated by thin white lines.



# Proposal Writing

Proposal Writing (BF102) introduces an essential skill – how to prepare good proposals. When you develop and write an effective proposal, you build relationships with donors and generate funding for new or existing recreation projects, programs and events.



# Learning Objectives

- Apply common elements of successful grant applications and funding proposals.
- Prepare a basic proposal outline that reflects outcome-based thinking.
- Complete accountability documents.
- Develop strategies to involve funders and partners.

# About Your Trainer

Add description





# Introduction

1. Your Name
2. Your Community
3. What are you hoping to learn from today's learning event?





# True or False?

A proposal is:

1. not a planning tool

*True*\_\_\_\_\_ *False*\_\_\_\_\_

2. can help secure financial support for community recreation

*True*\_\_\_\_\_ *False*\_\_\_\_\_

3. not a great way to build your recreation funding network

*True*\_\_\_\_\_ *False*\_\_\_\_\_

4. the same as a grant application

*True*\_\_\_\_\_ *False*\_\_\_\_\_





# Who are your funders?

What agencies, foundations, or other external (non-hamlet) funders have contributed to recreation programs in your community?





# What funders want

If you were a funder, what would you want to see in a recreation proposal?







# What funders want you to tell them

- you have a plan to fill a need
- how well does your proposal answer questions about:

*Choosing from the following words, fill in the blank with the best answer:*

**Cost**  
**When**  
**How**  
**Plan**  
**Why**  
**What**

\_\_\_\_\_ *an issue or challenge is important*

\_\_\_\_\_ *you are proposing*

\_\_\_\_\_ *you plan to do it*

\_\_\_\_\_ *you \_\_\_\_\_ to do it*

\_\_\_\_\_ *How much is it going to \_\_\_\_\_*



# Proposal Writing

- Proposal writing is simply good planning
- Good planning is determining:
  1. *Where you are now*
  2. *Where you want to go*
  3. *The steps for how you are going to get there*



# Successful Proposals

1. are informative, detailed, thoughtful and well-researched
2. are a good fit with the funder's priorities or goals
3. innovative ideas that meet and address a real community need (e.g. illiteracy, addiction, mental health);
4. build on your assets or area(s) of expertise/excellence
5. build community capacity





# Proposals Generally Include:

1. Title page
2. Summary of the request
3. Organizational overview
4. Needs and outcomes
5. Sustainability and future funding
6. Plan for implementation
7. Appendices (e.g., letters of support)



# 1. Title Page

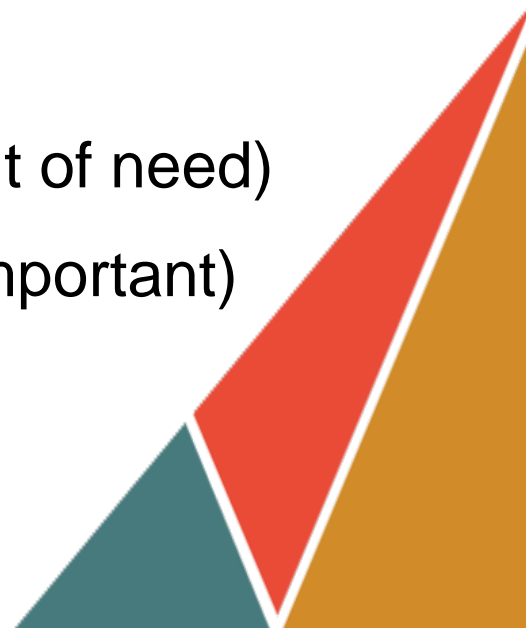
- a clear, direct title that describes both why the program is important and what it is (e.g. “Curling for Active Healthy Youth” *instead of* “A Way To Promote Health And Wellbeing On Ice”).
- indicate the organization or individual to whom you are directing your proposal
- include the date the proposal is submitted





## 2. Summary of the Request

- appears at the beginning (but written last)
- a concise summary
- sometimes known as an “executive summary”
- identifies the grant applicant
- includes evidence of credibility
- clearly describes the problem/issue being addressed (statement of need)
- summarizes the outcome(s) that will be delivered (*why* this is important)
- describes *how* the outcome will be delivered



# 3. Organizational Overview

- include your vision or mission statement, the values or principles that guide your work, and those you serve
- connect the above to the purpose of your current proposal
- show how the target group for the proposal have been involved and evidence of their support
- introduce team members, partners or collaborators and their roles
- include 1-2 key testimonials or stories (include others in the appendices)



# 4. Needs and Outcomes That Will Be Addressed

- includes evidence of the problem or challenge
  - describe your target group e.g. Youth? Men? Women? Elders?
- how it relates to your organization and to the funder
- evidence or research to support the need
- does not make any unsupported assumptions
- makes a compelling case by highlighting the outcomes that will be delivered (the differences your project will make)







# What Are Outcomes?

- desired end results
- also referred to as the *benefits* of recreation, the *end results*, or *impacts*
- why your program / organization / department exists
- the benefits or changes your initiatives are making for individuals (including yourself) or your community
- the differences that need to be promoted so people aren't saying:

**So What??**



# Outcomes Delivered by Programs, Services, Events

- what benefits or changes are there for stakeholders during or after their involvement with a program, service, or event?
- what didn't they have at the end that they didn't have when they started?
- typically there are benefits or changes in:
  1. *knowledge*
  2. *attitudes*
  3. *values*
  4. *skills*
  5. *behaviour*
  6. *condition*
  7. *status*
- a change for the better (or in some cases - get worse more slowly than they would have otherwise)



# Outcomes Explain Why Your Proposal is Important

## *Will Your Proposal Result In:*

1. knowledge and learning being increased?
2. attitudes being changed?
3. undesirable behaviour being reduced?
4. desirable behaviour being increased?
5. new behaviours being maintained?
6. social status being impacted?
7. economic conditions being improved?
8. health conditions being increased?
9. reduction in administrative costs?
10. economic development being increased?
11. participant, employee, and/or stakeholder satisfaction being improved?




# 5. Sustainability / Future Funding

- most funders prefer one time projects or resources rather than ongoing or operational expenses
- funders don't want you to be totally dependent on their dollars
- they will be looking to see that you have included other sources of revenue and/or in-kind resources
- in-kind resources can include: donated equipment, facilities, promotion or food, volunteers who contribute their time, etc.





# 6. The Plan for How Your Project Will Be Implemented

- as outlined in *PE101 Deliver Recreation Programs and Events*, a proposal plan needs to include:
    - a. the project or program vision
    - b. purpose statement
    - c. outcomes
    - d. goals (general strategies)
    - e. implementation (objectives or outputs, timelines, action steps, budget – including in-kind resources)
    - f. evaluation methods
- 

# 7. Appendices



This section includes background material that provides additional support for the funder. Consider including:

- quotes, endorsements, testimonials
- previous news coverage
- resumes
- letters of support
- evaluation tools





# Two Strategies for Developing Proposals

1) Staff-Driven	 A circular icon with a yellow background. It depicts a white stick figure in the center with its right arm raised, pointing towards a group of three white stick figures behind it.
2) Community Driven	 A circular icon with a green background. It shows four white stick figures standing in a row. Behind them is a black silhouette of a house with a chimney.



# Staff-Driven Proposals



*Used when:*

- outcomes and solutions are clear
- needs and direction has been established already with research, ideas or recommendations from experts (staff or consultants)
- *“We have the facts from the experts and will apply for funding to develop the programs, events or initiatives that we, as staff, see as being best for people in our community”*

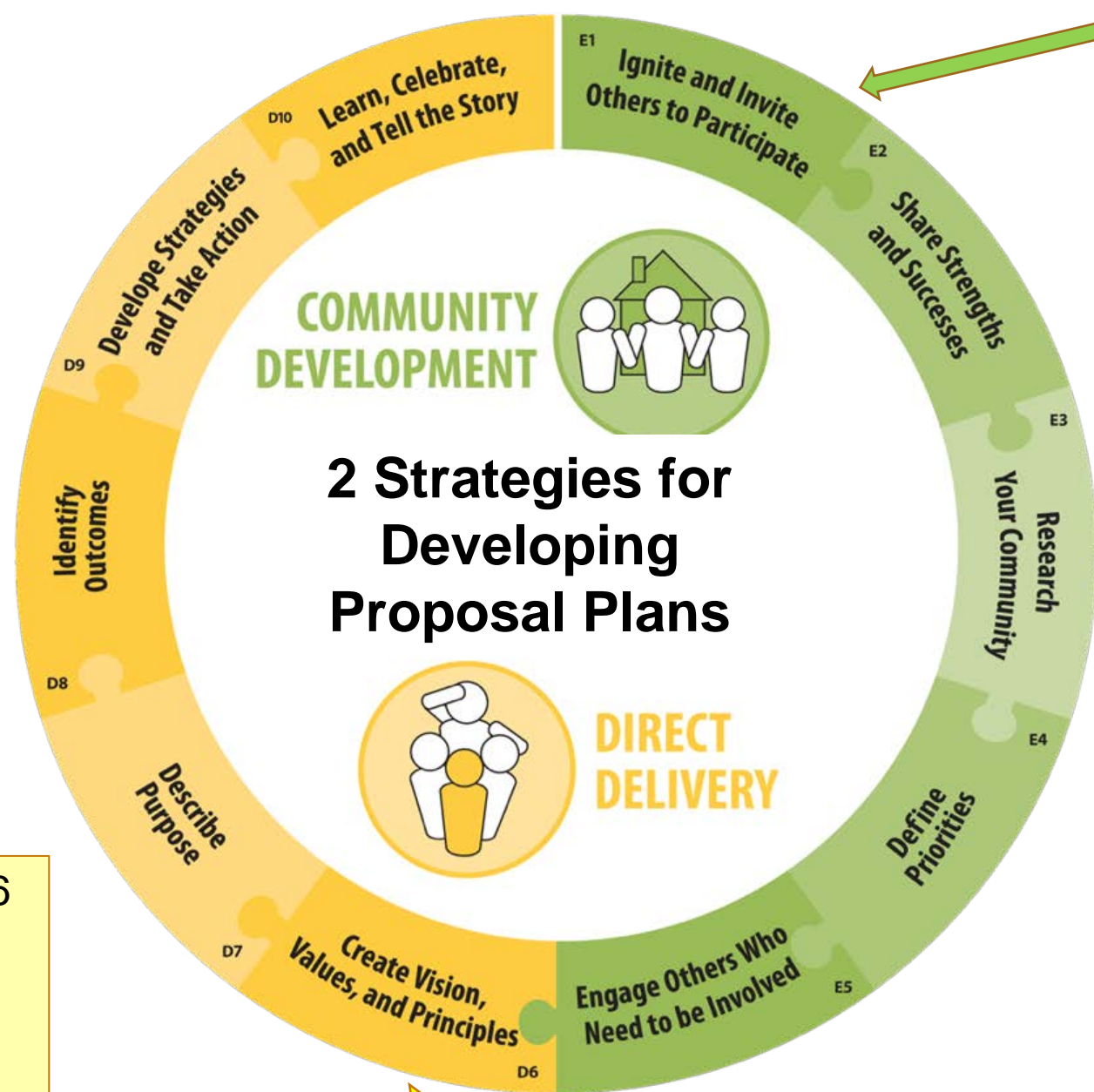


# Community-Driven Proposals



## *Used when:*

- recreation challenges, unmet needs, or issues are clear, but the causes and solutions are not
- there is interest in involving people in the community to help them work together to provide recreation opportunities
- residents are accepted as the experts on needs and solutions, and as a potential source of strength and knowledge
- *“As a staff person, I don’t have the answers but I can call a meeting and encourage people to be involved in deciding our priorities, determining how we can work together, and where we can apply for funding.”*



Steps 1-5 reflect “Community Engagement”. Begin at Step 1 when developing a **Community-Driven Proposal**

Begin at Step 6 When developing a **Staff-Driven Proposal**

# Required Learning Activity

Using your learnings from BF102, and using the Proposal Checklist provided,

- Prepare a proposal for funding for an actual program or event that you will submit to a funder.



# Successful Proposals

continued from Slide 11

6. educate the funder about an issue
7. reflect persuasive and logical writing that convinces the funder to:
  1. *do what is being requested*
  2. *believe the solution is practical, appropriate, and achievable*
8. reflect partnerships and collaboration
9. provide evidence of long-term usefulness and continuity



# Activity: Proposal “Do’s” and “Don’t’s”

Add a check mark (✓) for each of the following. Is it a “Do” or a “Don’t?”	DO ✓	DONT ✓
• share references and/or testimonials even if they weren’t specifically requested		
• repeat yourself within the proposal		
• use plain language and headings		
• make the proposal longer than specified		
• include estimates of more time, money, material and staff than you think you may need		
• always highlight the outcomes or benefits that will result		
• highlight previous mistakes		
• give up if you are turned down		
• you don’t need to follow the funder’s format or template as long as you provide all requested information		
• establish your credentials for delivering what is being proposed		
• contact the funder if you’re not sure if your proposal is a fit or if you are turned down		
• be flashy		
• annoy the funder		



# Proposal “Do’s” and “Don’t’s”

## Do

- contact the funder if you’re not sure if your proposal is “a fit”, or if you are turned down
- highlight the outcomes or benefits that will result
- include realistic estimates of time, money, material and staff
- make your proposal clear and easy to follow by using plain language and headings
- follow the funder’s format or template and provide all requested information
- share references and/or testimonials even if they weren’t requested
- establish your credentials for delivering what is being proposed
- apply again even if you are discouraged



## Don't

- annoy the funder
- make the proposal longer than specified
- highlight previous mistakes
- repeat yourself within the proposal
- be too flashy
- give up if you are turned down

# The Recreation Advantage

Those in other jobs e.g. social services, health, education sometimes describe their profession as being similar to on catching the “drips” from a “leaky faucet”.

- What do you think they mean by that?
  - What makes recreation different?
  - What advantage does recreation have?





# The Recreation Advantage

- recreation offers solutions that may prevent or improve broader community issues, such as mental health, crime, leadership etc.
- recreation can sometimes keep the leaky faucet from dripping in the first place
- we can impact individual, community and environmental wellbeing



## Proposal Checklist

- Cover Letter to Funder
- Title Page
- Summary of The Request
- Organizational Overview
- Needs And Outcomes Being Addressed by the Proposal
- Sustainability and Future Funding
- Plan For Implementation
  - o Vision and Values
  - o Purpose
  - o Outcomes
  - o Strategies/Goals
  - o Deliverables or Outputs
  - o Timelines
  - o Action Steps
  - o Budget
  - o Evaluation Methods
- Appendices e.g. quotes, endorsements, testimonials, previous media coverage, resumes, letter of support, evaluation tools



# Questions?

Trainer's Contact Information:





*With support from:*

