Proposal Writing
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What we’ll cover today
- Leveraging Resources
- Sustainability
- Budget & Narrative
- Summary
- Submitting the Proposal and University Paperwork
- Funder reviews of proposals

Suggested Proposal Components
(common order)
- Cover letter
- Summary (Abstract)
- Introduction Applicant
- Rationale for Funding
- Anticipated Results
- Proposed Plan of Action
- Evaluation Methods
- Leveraging Resources
- Sustainability
- Budget & Narrative
- Appendices
  - IRS Letter 501(c)(3)
  - List of board members
  - Audited financials
  - Institutional Budget
  - Letters of Support
  - Quotes for equipment
  - CVs/Resumes
**Writing Order**

1. Rationale for Funding
2. Anticipated Results
3. Plan of Action
4. Evaluation

**Introduction to Applicant**

**Leveraging Resources**

Shows commitment

Higher return on funder’s investment

Cost Share: Match, In-Kind

Connects to sustainability section and budget

**Sustainability**

What plans have been put into place that will support the project in the future…after funding runs out?

Checklist and funding options for socially-focused projects.

Different issues for research projects
**Budget**

Budget becomes a contract after project is funded

Covers all project efforts, including evaluation

Give dollar value to the items in Leveraging Resources section – verifiable, adequate

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**Budget**

Include only allowable costs

For government proposals also follow A-21

Have someone else review math and Excel formulas

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**Personnel costs**

Personnel
Salaries
  During the academic year
  Summer stipends
Benefits
  29.8%, 17.65%, 7.65% – ?????
Non Personnel Costs
Consultants/Contracted Employees
Event costs
- Speakers
- Catering
Rentals
- Space
- Equipment
Purchased Equipment
Supplies
Travel
- Per Diem Rates: http://www.gsa.gov
Stipends for participants

Direct vs. Indirect Costs
Direct: all personnel and non-personnel costs

Indirect costs: covers administrative costs not covered in budget (lights, custodial, payroll...etc.)
- negotiated rates (government)
  or
- set by funder

Budget Narrative
1-2 pages
Text version of the budget.
Listed in the same order as the budget worksheet
Brief description of each item
How will each item be utilized?
Personnel – roles, responsibilities
**Sample Budget and Narrative**

See handouts

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**Summary**

Also called Abstract, Concept Paper

One page

BRIEFLY describe:
- organization, rationale for funding, expected results, plan of action, funds required, time frame

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**Submitting Proposals**

*Federal Government over 95% electronic
  - Grants.gov
  - NSF’s Fastlane
  - Department of Ed’s E-grant system

*Local government and private sources

*Routing form, review & signature requirements
**Proposal Evaluation Stage**

Review panels

Review RFP - may say ‘Don’t Call’

Obtaining reviews

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**Questions?**