

Program Planning & Proposal Writing

Checklist

This checklist can help ensure that a proposal includes essential information in a logical order. In all cases, follow the instructions of the funder. Not all items on this checklist are relevant to all

Describes the applicant organization and demonstrates its credibility

- 1. Clearly establishes who is applying for funding
- 2. Describes applicant organization

Drives the planning process and serves as the basis of the request for funding

- 1. Focuses on problems of the beneficiaries, not the applicant organization
- 2. Does not exceed the organization and service capacity
- 3. @
- 4. Documents the problem
 - a. who or what is affected
 - b. how are they affected
 - c. the magnitude and severity of the situation
- 5. Clearly identifies and document the causes of the problem being described in the proposal
- 6. -
- 7. Incorporates input from those affected by the problem
- 8. Is supported by a mix of data
 - a. uses hard data – statistics and other evidence
 - b. uses soft data – quotes or stories
- 9. – define the problem as the lock of the proposed method
- 10. – tarnish credibility of applicant organization – is not self-indicting
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- 11. Describes staffing
- 12. Describes facilities, equipment, and supplies
- 13. Includes a timeline or sequence of program activities
- 14. Provides a back-up plan if substantial barriers are anticipated
- 15. Aligns with budget

Presents a plan for assessing whether activities are producing the proposed results (outcome evaluation) and proceeding as planned (process evaluation)

- 1. Includes plans for evaluating both outcomes and process
 - 2. Answers the following:
 - a. What questions will the evaluation consider?
 - b. What will be measured?
 - c. What is the baseline or starting point?
 - d. What information will be collected, and when?
 - e. Will hard (quantitative) and soft (qualitative) data be collected?
 - f. How will information be collected, and by whom?
 - g. How will the information be analyzed?
- 3. Identifies who will conduct the evaluation and describes their qualifications
- 4. Describes the approach for keeping data confidential, as appropriate
- 5. Is culturally appropriate for those who will participate
- 6. Notes what reports will be produced

