

Grant Writing Basics

The following questions are suggested as a starting point to write a persuasive narrative, timeline, budget, and evaluation plans for an effective grant proposal.

NARRATIVE & TIMELINE

What is the objective of the project?

- How does the objective relate to the purpose of your organization?
- Are there statistics or reports that support the need for the project?
- How does it serve your community and constituents?
- Did the project idea come from audience or constituent feedback?

How does this project benefit the people of Cambridge?

- What is the problem or need that your project would address?

Why are you (or your organization) qualified to do the project?

- What is the organization's mission and history?
- What are your current activities?
- What are some past accomplishments?
- Who are your audience, clients, and constituents?
- Who are your collaborators, partners, and supporters (endorsements and quotes)?

What are the steps to achieve the project?

- What activities, in sequence, are required to get from proposal to completion?

Who will work on the project?

- What are the qualifications of the people involved in the project?
- What Cambridge organizations or residents will be involved in the project?

Will the project continue after the period this grant would fund?

- How would it be funded in the future?

DETAILED PROJECT BUDGET

How specifically will the money be used? Include market value of donated/ in-kind services.

Personnel costs:

- Salaries – specific cost per hour / week and time required for project
- Payroll taxes, insurance and benefits
- Consultant fees

Expenses:

- Travel or transportation
- Equipment and supplies
- Printing and copying
- Telephone, postage, delivery
- Rent, utilities

EVALUATION PLANS

What specific part of the expenses will the proposal cover? How and when will you know if the project is successful?

- What specific measurable goal is feasible?
- How will you evaluate the impact of the project?
- Who will collect the information and how will it be used?