

Quick Guide To Prepare a Plan for Funding

A well-written plan can provide the basis for funding requests as well as for any nonmonetary support you are seeking. If your organization intends to request funding from a foundation or other sources, the following are some items you might want to include. These will give a potential funder a clear understanding on how your organization will spend its dollars. These topics should also be covered when seeking partnerships, collaborations, and nonmonetary support.

- **Project description.** Explain who you are targeting and why this project is needed, supporting your description with data. Explain the outreach activities that will be conducted and where these will occur (e.g., schools, homes, clinics, etc.). Note the locality of your planned activities. Describe any current efforts and how the new activities will fit in.
- **Training.** Describe the training needed and frequency of training. For example: “Training will be conducted as needed to update CHWs on new policies, and periodic training will occur every 3 months for new volunteers.” State what role the SNAP local agency might have in the training.
- **Description of roles and responsibilities.** Describe all positions and identify those that will be funded under your project. Document if some CHWs will be donating their time to the project. Also, identify the person with management oversight of your project, and who will resolve issues or disputes. Identify who will screen, select, supervise, train, schedule, and provide recognition for volunteers and other staff. Explain whether volunteers will receive any reimbursements for travel, supplies, etc.
- **Partnerships.** Describe existing partnerships and how they fit in with your project. You may also want to describe efforts to expand your partnership base. If you are conducting a SNAP project, discuss your partnership with your local office.
- **Publicity.** Describe how you will publicize your project. If there are costs for printing or paid advertising, be sure to include them in your budget.
- **Evaluation of activities.** Describe the information you will collect and use to evaluate the project, such as number of project applications submitted, approved, or denied. Explain how this information will be collected and who will collect it. Will it be a paid consultant, a volunteer from a local college or university, or an employee from your organization? Describe the local SNAP office’s role in data collection, if any.
- **Project organization.** Describe how the project fits in with your existing organization. A good way to do this is to modify your group’s organization chart to include your project. Work flow may be important to some funders.
- **Time table or task table.** It should show activities, start and end dates, and person who is responsible for each activity.
- **Funding sources.** Mention the source of any funding for other aspects of your project, and what that funding covers. Identify what the new funding you are seeking will cover. You want to assure the funder that its resources will be used to pay for new, as yet unfunded activities.
- **Budget and budget description.** If you are requesting funding, you should develop your budget. You should also explain how you arrived at the figures by providing a list of assumptions. Funders want confirmation that dollars provided for your project are used for that project.



Tools & Tips

If you are applying for a grant, carefully read through the grant request to make sure you understand the requirements. Submit questions as directed, and follow the instructions. If there are evaluation criteria, be sure to adequately explain how you will meet each criterion. Allow yourself adequate time to put the package together.

It’s always a good idea to let someone proof your proposal to make sure you covered everything and that there are no grammar errors or typos.