

How to Start Planning Your Program and Proposal – The Basics –

1. What does our organization do?

Example: The XYZ School provides quality K-12 education to 500 students.

2. How do we do that?

Example: We hire highly qualified teachers, provide ongoing professional development, and support innovative teacher retention initiatives. Research shows that the best indicator of student achievement is a teacher who is educated, enthusiastic, and relates well to students.

3. What do we want to accomplish or improve? Why?

Example: Regents data indicate that students are struggling with the American History Regents exam. Only 40% of test takers pass the exam. We want to increase the passing rate to 90% in the next three years. We have identified teacher content knowledge as an area of improvement.

4. Which strategies can help us do that?

Example: Technology, in the form of laptop computers and online classes, will allow our American History teachers to access subject-specific professional development opportunities without taking away from classroom time.

5. What needs of the funder will be met by making a grant to our organization?

Example: Address the needs of the funder: specific results, target population, replication possibilities

What is your compelling and customized case statement? This statement should clearly articulate your vision, how the chosen strategy can accomplish it better, and why the funder should give you money to do it.

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