

# Nonprofit Grant Proposal & Cover Letter Template

Developed by Click Nonprofit

# Cover Letter Template

[MM/DD/YYYY]

[Recipient Name]

[Recipient Title]

[Funding Organization Name]

[Funding Organization Address]

[Salutation]

[Body Text]

*Begin with a few sentences introducing yourself, your organization, and the communities you serve. Express your appreciation for the recipient's time spent reviewing the proposal.*

*Provide the project name and an overview of what it was designed to accomplish. Describe the potential impact of the work and your expected goals.*

*Outline the ways your organization and project goals align with that of the funding organization. Show them that this work is valuable to their mission as well as your own. Illustrate the need for additional funding and the reason you desire this specific organization to fund your work.*

[Table of Contents]

*If you choose to include it, a table of contents is an excellent way to let readers preview the content and receive an immediate understanding of the material they'll be exploring.*

- 1. Summary*
- 2. Organizational Identity*
- 3. Statement of Need*
- 4. Strategy & Methodology*
- 5. Evaluation Method*
- 6. Conclusion*

[Thanks and Closing]

[Applicant Name]

[Applicant Title]

[Applicant Signature]

[Applicant Organization Name]

[Applicant Organization Address]

# Grant Proposal Template

## Summary

*This is your high-level overview of your project and intended results. It should be anywhere from ½ to a full page, but no longer, as you'll cover this content in more depth later.*

*Outline how the project is aligned with your mission, and what makes your organization qualified to see it through to completion. Include references to past successes and relevant expertise.*

## Organization Identity

*List your organization's values and mission statement. What makes your organization unique? Remember that your readers may not be familiar with you or your work – this is the time to make a good first impression and motivate them to partner with you.*

*Introduce the communities impacted by your work, their unique needs and defining characteristics. How long has your organization been involved in this area? Detail the commitment of your organization towards serving your beneficiaries and the long-term impact you hope to have.*

*Introduce the key stakeholders within your organization, specifically those focused on this project. Provide a name and job description, a professional headshot, and a 2-3 sentence bio on their passion for the work they do. Give your readers a closer look at the individuals driving this organization.*

## Statement of Need

*Here is where you can compel your readers to get involved. Demonstrate the depth of the need within your community and the lasting negative effects resulting from it. Consider including graphs or data related to the need and to your opportunity for impact.*

*Show that your project is essential to meeting the needs of your beneficiaries. Detail the opportunity you have to make a difference, and the positive change you hope to enact. Finally, invite the reader to partner with you in combating the issue at hand.*

## Strategy & Methodology

## Outcomes

*Align your outcomes to your Statement of Need. What issues does your project address? And what is the desired result or end goal? Your outcomes should be solution-oriented, realistic yet challenging, and relevant to your beneficiaries.*

### **Objectives**

*What objectives must be achieved in order for your project to succeed? Consider dividing your project into stages, with 1-2 broad objectives per stage. Objectives should be designed in such a way that, upon completion, they will lead to your desired outcomes.*

### **Key Actions**

*What are the individual sub-goals that will help you accomplish your objectives? These should be very specific, short-term actions that provide clarity into the day-to-day work of your project.*

### **Internal Stakeholders**

*Reference back to the key stakeholders outlined in your Organizational Identity. Tie each stakeholder's passions and capabilities into their responsibilities for this work. Outline the general hierarchy of responsibility and contributions for your team. Detail which team members have ownership over each stage, objective, actions, and task forces within your project.*

### **Schedule**

*Think back to the stages you outlined when writing your Objectives. When will each objective be accomplished? How often will you require progress updates? Strive to demonstrate your ability to steward your time resources well. Create a schedule that is fast-paced enough to keep momentum strong, but that sets a realistic timeline for performing work of quality.*

### **Budget**

*This is the time to assure your readers that you will take an intentional approach to managing their funds. Show how you plan to maximize their contribution, allocating resources to their most appropriate and efficient ends. Include any additional funding received from other sources.*

### **Evaluation Method**

*What metrics will you be using to demonstrate success? This will be unique to your organization and to your project goals. Setting SMART goals ahead of time will help you develop expectations for results.*

*By providing plenty of details on your plan for evaluation, you illustrate a strong level of accountability to your readers. They will see your commitment to excellence through your high*

*standards and will be assured that they shall see clearly-defined results when the project is completed.*

## **Conclusion**

*Now, offer a brief summarization of all your content. Reiterate the significance of the need and its relevance to both your organization and the funding organization. Provide a statement of commitment to meaningful work and legitimate impact.*

*Offer to provide any additional information or to review this proposal face-to-face. Thank the reader for the opportunity to present this information, and restate your willingness to partner with this organization.*

[Closing and Applicant Name]

[Applicant Signature]