

# Proposal Components

- **Goals and Objectives**
  - **Description of Project**
  - **Value of the Project/Benefits to the Community/Community Need**
  - **Role of Each Participant/Participating Organization**
  - **Action Plan and Timeline**
  - **Longevity or Sustainability of Project**
  - **Measures for Success/Outcomes**
  - **Project Budget/Expenses**
  - **Description of Your Organization**  
(Location, audience served, programs, etc.)
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## Sample Proposal Questions

- Description of the organization, including its mission, major accomplishments, governance, area, and population served.
- How do you plan to implement this project? Also, explain any involvement and role of volunteers.
- What will this project accomplish?
- What kind of local support is there for the project?
- Who else in your community is working on this issue? How will you coordinate with them?
- Qualifications of Individuals Bearing Primary Responsibility for the Success of the Initiatives
- Identification of funding sources for the current fiscal year and amounts received (include foundation, corporate, individual and public support).
- Sources of Organization's Income:
  - \_\_\_ % Fees/Earned Income
  - \_\_\_ % Individual Contributions
  - \_\_\_ % United Way
  - \_\_\_ % Corporate/Foundation Grants
  - \_\_\_ % Special Events
  - \_\_\_ % Memberships
  - \_\_\_ % Federal Government
  - \_\_\_ % State Government
  - \_\_\_ % County Government
  - \_\_\_ % City Government
  - \_\_\_ % Other

- Other Funding Sources for This Project
- The organization's current year budgeted expenses of \$\_\_\_\_\_ are \_\_\_\_\_% higher lower than the previous year's actual expenses.
- During the current fiscal year \$\_\_\_\_\_ or \_\_\_\_\_% of the total expense budget is for administrative/overhead and fundraising expenses.
- Has the organization experienced an operating deficit (i.e., expenses exceeded revenues) in the last two years? Yes No If yes, what was the amount of the deficit?
 

Year _____	Deficit \$ _____
Year _____	Deficit \$ _____

Please explain the deficit(s) above and the plan for reducing or eliminating it.

- Of the clients you serve, what percent are in the following categories?

**Income**

Do not track.	<input type="checkbox"/>
Less than 50% of area median income*	%
Between 50% - 80% of area median income*	%
Between 80% - 100% of area median income*	%
More than 100% of area median income*	_____%
<b>Total</b>	<b>100%</b>

\*Area median income information can generally be found at the following web site:

[www.huduser.org/datasets/il.html](http://www.huduser.org/datasets/il.html)

**Ethnicity**

Do not track.	<input type="checkbox"/>
American-Indian or Alaskan Native	%
Asian or Pacific Islander	%
Hispanic	%
White, not of Hispanic origin	%
Black, not of Hispanic origin	%
Other (specify) :	_____%
<b>Total</b>	<b>100%</b>

**Gender**

Do not track.	<input type="checkbox"/>
Serve female population	%
Serve male population	_____%
<b>Total</b>	<b>100%</b>

# Building Partnerships in Your Community

## Preparation Checklist

- What businesses/organizations are located near your organization?
- What are the interests of the business/organization?
- What are your interests?
- What are your common interests?
- Have you reviewed the mission statement of the business/organization?
- What are the products and/or services the business/organization provides?
- What resources do you think they might have?
- Have you put on paper exactly what you want to do? Fully described your project?
- Write out on paper exactly how you view the role of the business.
- Write out exactly what you would like for them to do.
- Write out a list of items/points that you want to discuss in your initial meeting with the business/organization. Are they in an order such that your ideas build on each other and flow smoothly so that they will be easy to understand?
- What products or services can you provide for the business/organization?
- Is a tour of your organization/facility appropriate? Can you host the/a meeting?

# Do's and Don'ts For Approaching An Organization

## Do.....

- Identify your allies within the organization. The appropriate person!
- Make your proposal to the decision maker(s).
- Be concise and to the point.
- Create a vision for them of what success will look like.
- Show that you understand what is important to them.
- Provide clear and concise yet detailed information. (A one-page executive summary followed by a more detailed proposal.)
- Describe how their participation will contribute to a comprehensive plan or strategy (possibly your mission, State Standards).
- Show them how the impact of their investment will be measured.
- Show them how you will ensure success.
- Offer something in return.
- Be prepared to be flexible...have alternative proposals and plans prepared.
- Recognize their past involvement and support.
- Start from the beginning; assume they have very little knowledge about you, your programs, and environmental education in general.

## Don't....

- Approach the wrong person.
- Make contact before you are clear on what you will be asking for.
- Make your presentation lengthy and verbose.
- Overwhelm them with logistical details about work processes.
- Appear to be disorganized and ill prepared.
- Have an entitlement mindset.
- Use acronyms or "EE" lingo.  
(DENR, OEE, EEAC, EE, EELE, PLT, WILD, etc.)