

Generic Letter of Interest Template

(written for external audience, 2- 3 page maximum)

INTRODUCTION: (Write this last. Pull out the most critical elements and compelling information from the sections below) The introduction is a short executive summary. It briefly describes your organization, the amount of money being requested, and a description of the project involved. Be concise and concentrate on Augustana's ability to meet the need that you've stated below. Make sure to directly connect what we currently do to how the requested funding will add value to the college and support the strategic plan. You'll want to indicate how the project fits with the funder's guidelines and funding interests.

STATEMENT OF NEED/CHALLENGES: What is the problem addressed by this project and why is there a need to address it? Why Augustana, and why now? Briefly describe the target population, geographic area. Include a chart/graph/visual if appropriate.

METHODOLOGY AND ACTIVITIES: How will you address the need? Describe the project succinctly and include the major activities, objectives and goals. Include timeline if appropriate.

BUDGET AND OTHER FUNDING SOURCES: Create a table or list of detailed budget items. If you are approaching other entities for support of this project, mention them in a brief paragraph. Include already secured funding if you have that and indicate how you expect to support the project activities after the initial time period, if applicable.

SUMMARY OF REQUEST: What will be the ultimate/long-term outcomes of this project? How does the project help Augustana and the funder fulfill their respective missions? Re-state the amount of money you will need. End with contact information—and thank the funder for reviewing your LOI for a full-proposal submission.

