

## Generic Proposal Outline

(written for external audience, 2-5 page request)

**SUMMARY OF REQUEST:** 1 paragraph or less: Amount requested and brief description of project. Why should this funder be interested in this project? How does it align with the priorities of the funder?

**STATEMENT OF NEED/CHALLENGE:** What is the problem addressed by this project and why is there a need to address it? Why Augustana, and why now?

**GOALS/OBJECTIVES:** What is the overall goal of the project, and what will you do to reach that goal? How does this goal support the mission of Augustana? If your request does not include “activities”, please list qualifications of key staff/faculty here.

**ACTIVITIES** (Optional, depending on specific request): Describe the activities which will be conducted to carry out the project and who will be involved. Why are they qualified to do this?

**TIMELINE OF PROJECT:** Proposed dates for the beginning and end of the project/program, with markers for accomplishments in between. On a month-by-month basis (January 2014, February 2014); by academic term (Fall Term 2014, Winter Term 2014); or by season (Spring 2014, Summer 2014). Remember that any request involving materials, supplies, or capital items begins when the items are ordered, and ends when the items are fully installed and functional, or being used.

**IMPACT:** Estimate the number of people served once the goal is reached, and describe their constituency. How will the community benefit from the goal of this project? If applicable, please consider using a chart or graph here, since a picture really is worth a thousand words in grant writing.

**EVALUATION:** Describe how you will evaluate the success of the project? How will you measure the outcomes?

**SUSTAINABILITY:** less than 1 paragraph (Optional, depending on specific request): What are the long-term funding strategies for sustaining this project/program?

**DONOR RECOGNITION:** less than 1 paragraph: What are your plans for attributing funding for this request to donors?