DEVELOPING AND PRESENTING A WINNING PROPOSAL

March 20, 2010
What’s in a Program Plan

- Detailed plan (timeline) of program activities
- Addresses everything that will occur from the time grant award is received to the end of funding period
- Walks grant-maker through the activities proposed to carry out in order to accomplish objectives
- Also known as methods, activities and/or strategies (Fox & Karsh, 2006)
Developing methods and strategies

- When completing this section of proposal, ask yourself:
  - What are the *givens* that are inflexible? (i.e. date of completion, dollars available…)
  - What activities need to be carried out in order to meet the objectives?
  - What is the starting and ending dates of these activities?
  - Who will complete each activity?
  - How will participants be selected?

(Carlson, 2002)
Developing methods and strategies

- Clearly define methods to be used & why
- Any research to support methods
- If data is not tested; how will be successful
- Are methods already in place within program or new?
- Who will staff program and qualifications?
- Identify target population & explain why
<table>
<thead>
<tr>
<th>Tasks/Subtasks</th>
<th>Person Responsible</th>
<th>Resources Needed</th>
<th>Start/Finish Date</th>
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<tbody>
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Timeline and Staff Responsibilities

- A timeline should ALWAYS be included in the grant application!

- Include those activities involved in establishing, implementing and evaluating the program.
## Sample Timeline
### Clean House Inpatient Program

<table>
<thead>
<tr>
<th>Conduct Research/Literature Reviews (Need for Program/Issue)</th>
<th>Complete</th>
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<tbody>
<tr>
<td>Needs Assessment</td>
<td>January</td>
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<tr>
<td>Staff Recruitment/Selection</td>
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<tr>
<td>Pre-test of Participants</td>
<td>February</td>
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<tr>
<td>NA/AA Sessions</td>
<td>March-April</td>
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<td>Individual and Group Therapy</td>
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<td>Job Preparation/Employment Search</td>
<td>May</td>
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<tr>
<td>Post-test</td>
<td>June</td>
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<tr>
<td>Program Evaluation</td>
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Sample Timeline (2)
Clean House Inpatient Program

- **Preparation**

  Recruit Staff through local advertising, staffing agencies, local Department of Labor

  Order necessary office supplies

  Develop employee handbook/policies and procedures manual

  Interview/potential employees/Provide summary of job description

  Hire/Train Staff

- **REMEMBER:** Use an “active” voice.
Other information to include in the timeline:

**Job Descriptions**
- Include detailed descriptions of all staff hired through grant.
- Provide experience, qualifications and job descriptions
- **Include resumes is requested.**

**Staff Recruitment**
- How and where will job descriptions be distributed?
- Address recruitment issues well in advance to avoid implementation issues.
Participant Recruitment

IMPORTANT: Explain methods that will be utilized to recruit staff
(i.e. media outreach, referrals from professionals in the field…)

Marketing Plan

How will you market your program to the community?

**include information on community/stakeholder buy-in…this is basically the community taking ownership of your program; bragging about the impact.
Cont.

- **Advisory Board Recruitment**
  This should be done before program is implemented.

- **Government Agency Recruitment and Hiring**
  Procurement and Hiring Process (submit as soon as grant application is submitted)
  Can be rigorous and complex!
  Seek guidance from local budget office
Sample timeline (monthly activities)

- January

Recruit program participants
Conduct needs assessments of program participants
Compile background data (intake information) on participants
Clean House Inpatient Program

- February/March/April
  - Conduct pre-test of participants
  - Begin weekly individual and family therapy
  - Initial drug screening
  - Begin NA/AA Sessions
Clean House Inpatient Program

- **May**
  
  Begin Job Preparations through mock interviews, resume preparation, skills assessment

  AA/NA Sessions

  Individual and Group Therapy Sessions

- **June**
  
  Conduct Post-test (identify % of participants who are employed and drug free)

  Participant Satisfaction Survey
How Do I Make Sure That The Plan of Operation Covers Everything?

- Plan of Operation-Marketing Tool
  1. Sell seriousness of problem and wisdom of solution
  2. Program activities are vital
  3. Include one or more activity for each objective

**Must be detailed – Test with logic model

Example:

Objective: To decrease number of teenage pregnancies within the Fulton County Area by 20%

A1: Provide education and awareness to female high school students in Fulton County on safe sex practices, results of teenage pregnancy via lectures, guest speakers

A2: Conduct “Parenting Challenge Project” with participants using crying baby dolls.

**The more details, the more likely the program will receive funding

(Fox & Karsh, 2006)
Evaluation

- A process that determines the effectiveness and efficiency of a project

- Decisions made during the process help plan for the organization’s future

- Funders expect to know the ways an organization defines and measures the success of a project
Evaluation

1. Organization strengthens its proposal in the eyes of the interviewer
   • *If we do this, then that will happen*
   • *The world will be better because of your program*

2. Organization learns what is going well and what is not
   • Program strengthen and weaknesses
   • Improve program

3. Public Trust/Impact
   • Obligation to ensure that the program is having the effect intended

4. Evaluation is one of the strongest tools any nonprofit has to make sure it is meeting this obligation
Purpose of Evaluation

- Find out whether what was originally proposed did what was expected
- Determine if the methods specified were used and the objectives met
- Determine if an impact was made on the need identified
- Obtain feedback from the target group and others
- Maintain control over project
- Make adjustments during a program to increase its success
Preparing the Evaluation

- What is purpose of your organization’s evaluation?
- How will the findings be used?
- What will you know after the evaluation that you do not know now?
- What will you do that cannot do now for lack of information?
- How will you know if the program or project has succeeded?
Evaluation Methods

**Quantitative**

- Translate experience into units that can be counted, compared, measured, and manipulated statistically
- Analyses allow you to show cause-and-effect relationships
- Comparing two different methods
- Measure outcomes, program effectiveness, impact

**Qualitative**

- Are rooted in direct contact with the people involved in a program and consist of three kinds of data collection:
  - interviews
  - direct or field observation
  - review of certain documents
- Gathering multiple perspectives to understand the whole – focus groups
Post Evaluation

- Conduct Post-test (identify % of participants who are employed and drug free)
- Participant Satisfaction Survey

**Objective:** To decrease number of drug addicts in Fulton County by 20%

- Was goal/objectives met?
Logic Model

- Long-term outcomes
- Intermediate outcomes
- Initial outcomes
- Output
- Activities
- Inputs
Resource

- W.K. Kellogg Foundation
  - Evaluation handbook
  - Logic Model
  - www.wkkf.org
  - Foundationcenter.org

- Questions?