

GETTING PROJECT SUPPORT: applications and proposals

Overview:

- Never write a proposal or seek support until the project is fully developed, and everyone is on board.
- Don't chase money. Community need, not government programs.
- Your proposal should be written for your audience. Don't do a canned proposal and submit it to everyone.
- Need knowledge of your audience.
- Thorough understanding of program guidelines and regulations.



Overview:

- A strategic approach to the process. Write persuasively. You are selling an idea.
- Simple, clear, concise.
- Remember, **funders want good proposals**. They will help you make it good and make it easy for them to say yes – call them.
- Reminder: know the names of the people who are reviewing the proposal; and have you developed a relationship with them, the decision makers!



Your Proposal Should....

- Create a solution. Address problems on community or provincial issues.
- Be developed strategically and filtered.
- Benefit the community, or wider region.
- Benefit the program or politician.
- Clearly demonstrate the fit of your project to the program or Government priorities.



Some Basics to Being Successful in Program Applications

- Do they (program staff and politician) know you.
- Do they trust you. What are your credentials.
- Do you/your organization have a track record of success in other projects/programs.
- Is everything in order (board, meetings, minutes, budget, finances, etc.). Don't underestimate the importance of Passion and Enthusiasm.
- Be confident: Use positive affirmation, such as we will...Don't appear desperate.
- They need to know you are not going away.



Who Do You Represent?

- Does this fit in with the overall community plan.
- Does everyone agree with the project.
- Who does your project support. Local, region, province, or sector.
- What are the positive benefits (of staff and politicians) supporting the project.
- What is the negative outcome of supporting the project (change these into positives).
- Do you have council/necessary blessing.



Timing

- Is the community priority/project shovel ready.
- Are there current programs available.
- Does your project meet government priority areas.
- Does your project support the senior or program staff and local/provincial/federal elected needs.



Are You Ready (Shovel Ready):

- You have your plans in place, specifications, drawings, etc.
- All relevant research has been completed.
- You have priced out the project (several quotes).
- All your stuff is in place: money, people, land use issues, planning, etc.
- Volunteers and contractors are in place and ready to go.
- You are ready to start, now.



Benefits:

Answer the Question

- Why should government support your project? And what will they get out of supporting your project? How does the project benefit the politician? Write the proposal so that it offers solutions to the elected representatives and government.
- How does the project support the community (or region, province, or sector)? Inclusive not exclusive.
- Project scope (does it support the region, province, or wide based group?).
- Clearly spell out why the project will be successful and its impacts (should always be offering solutions).



After Applying:

Follow-up

- Did they get the application.
- Is there anything more they need.
- Request feedback on your application (to improve it now or for future submissions).
- Play nice.
- Remind your local politicians that your application is in and you need their support, now.
- And follow up again. Repeat.



If you are Successful

- Say thank you privately and publically.
- Have a ribbon cutting. Invite politician and media.
- Send a thank you and progress note to your politician and program support people.
- Celebrate your success and your volunteers.
- Continue to develop your necessary relationships and contacts.