



## Tips for Writing Grant Proposals

Created by Peabody LAUNCHPad, September 2018

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### BASIC PROPOSAL STRUCTURE

1. **Header & Title.** Use the same header as on your resume; next, write a bold title: Proposal for XYZ Grant
2. **Table of Contents.** For long proposals, list the name of each section and on what page it begins.
3. **Project Summary.** Describe who, what, when, where and why; encapsulate key outcomes. 50-75 words.
4. **Project Description.** Flesh out your summary using subheadings. Spell out what you aim to do; highlight what problems you hope to solve. If seeking funds to present concerts for disadvantaged audiences, let's say, subheadings might include, Audience, Venues, Repertoire, Performers, Timeline.
5. **Project Impacts/Outcomes.** Maybe use a bulleted format to enhance concision and readability.
6. **Assessments.** If relevant, state how will you measure impacts or outcomes. E.g., you might tally audience attendance, measure intrinsic impact with audience surveys, add up ticket sales, compile press reviews, etc.
7. **Required Staff and Hours.** Map out how many people, what they'll do, and how much time it will take.
8. **Required Equipment.** List what gear is needed, why it's required, and who will supply it.
9. **Budget (see sample below).** Use 2 columns showing detailed Expenses and Income; provide matching totals for each. Specify each item such that the budget helps tell the story of your project.
  - a. Expenses might comprise artist and recording engineer fees, venue and equipment rental, hall staffing fees, printing and advertising costs, transportation expenses, piano tuning, performance licenses, score rental, and legal fees.
  - b. Income can include funds from grants, ticket sales, crowdfunding, and corporate sponsors as well as non-monetary contributions such as donated venues, printing, recording services, and the like.

EXPENSES		INCOME	
Venue Rental (Dates, hours @ \$xxx/day):	\$XXX	SD Church (donated concert hall)	\$ XXX
Photo Shoot (2 hrs @ \$110/hour):	\$XXX	XYZ Grant:	\$XX,XXX
Video Recording/Editing (x hours@ \$xx/hr):	\$XXX	Crowdfunding:	\$ X,XXX
Video/Audio Editing (x hours@ \$xx/hr):	\$XXX	ABC Printing (posters/programs):	\$ XXX
Piano Tuning (2 tunings @ \$xxx each):	\$XXX		
Printing of Posters (x @ \$xx/each):	\$XXX		
Printing of Programs (x @ \$.x/each):	\$XXX		
Facebook Ads (\$xxx):	\$XXX		
Reception (x items @ \$x/item):	\$XXX		
Van Rental (x days @ \$xx/day):	\$XXX		
Artistic/Executive Director Fee:	\$XXX		
Performer Fees (x performers @ \$xxx each):	\$XXX		
<b>TOTAL:</b>	<b>\$XX,XXX</b>	<b>TOTAL:</b>	<b>\$XX,XXX</b>

10. **Supporting Documents/Materials.** Include resumes or CVs of key participants; provide sample assessment tools such as surveys; incorporate work samples such as publications, concert programs, concert reviews and published scores or articles. Show that you and your team are fully qualified to do the project well and complete it in a timely fashion. If you include many pages of supporting documents, include a table of contents at the start of the supporting documents/materials section.