

Letter Proposal Letter of Intent Preproposal

Often the first step.

A stylized, teal-colored silhouette of a mountain range is located in the bottom right corner of the slide. The mountains are rendered in a layered, blocky style, with varying heights and peaks, creating a sense of depth and texture against the teal background.

Letter of Intent to Apply

- ◆ Can say very little
- ◆ Indicate who you are, your institution, location, and the program (RFP) you are applying to
- ◆ Send it in on letterhead/signatures
- ◆ Used to set up review panels
- ◆ Usually optional – if the deadline is missed, you may still be added to the list

What's the difference?

Preproposal:

- ◆ Short concept paper
(3-6 page description)
- ◆ Guidelines usually specify what to include
- ◆ Written as a short proposal
- ◆ Can be used to circulate among potential partners, dept chair and dean, etc.
- ◆ Helps you clarify your thoughts

What's the difference?

Letter Proposal:

Written as a letter – address it to a specific person


- ◆ 1-4 pages but follow guidelines
- ◆ Usually requested by and written to a foundation
- ◆ Funder can react to your idea
- ◆ Make the best possible first impression – it may be the last

Content is the same.


Paragraph 1: Who you are.

- ◆ Both individually and as an institution
- ◆ Who you serve and where you are located
- ◆ Why you are approaching the agency
- ◆ Request for funds for project title
- ◆ If you have contacted them before, mention this.


Paragraph 2: Why this agency?

- ◆ Specify relevant projects funded by the agency
 - ◆ Indicate why this project will appeal to them
 - ◆ Indicate how this project relates to/extends others they have funded
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- A decorative graphic of a mountain range in shades of teal, located in the bottom right corner of the slide.


Paragraph 3: What is the need?

- ◆ What is the problem or need (short statement, one paragraph)
 - ◆ Include a few, well-chosen statistics
 - ◆ How will you solve the problem/address the need with their money
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- A decorative graphic at the bottom of the slide showing a range of teal-colored mountains or hills against a lighter teal background.


Paragraph 4: What's the plan?

- ◆ Give a brief narrative (3-5 sentences) of your plan, your solution to the problem
 - ◆ List the project goals/objectives
 - ◆ Where will the project take place
 - ◆ Be confident – you can accomplish this task and do it really well 😊
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Paragraph 5: Why fund you?

- ◆ Why give the money to you – what makes you uniquely suited for this project?
 - ◆ Institutional qualifications – resources, location, history, faculty, centers, experience, etc.
 - ◆ Is this a model program that can be replicated?
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Paragraph 6: How much?

- ◆ Indicate how much money you need
 - ◆ Note budget breakdown in huge categories (personnel, equipment)
 - ◆ Identify other sources of funding if this agency won't provide it all
 - ◆ Include the time frame
 - ◆ Be accurate and realistic
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- A decorative graphic at the bottom right of the slide, consisting of a stylized mountain range silhouette in shades of teal and blue.

Paragraph 7: Closing

- ◆ Give contact information
 - ◆ Invite further conversation/state whether you will follow up with a phone call
 - ◆ Thank the reader for their time and attention
 - ◆ May need institutional signatures in addition to your own – institutional authority for the university to request and receive grant funds
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Attachments

- ◆ Include attachments (if allowed)
 - Data to support need
 - Program brochures
 - Detailed timeline or budget
 - Institutional information
 - ◆ Non-profit status
 - ◆ Audited financial statement
 - ◆ Board Members

Before mailing...

- ◆ Reread, revise, polish
- ◆ Have someone read it cold
 - Are the ideas clear?
 - Are the methods clear?
 - Do you sound credible and capable?
- ◆ Have you used acronyms?
- ◆ Review the evaluation criteria, revise
- ◆ Read once more for tone