COLLEGE OF CHARLESTON

MAJOR ELEMENTS OF A PROPOSAL/GRANT

The following guidelines will be useful to follow when developing a proposal for external funding.

1. Introduction/Description of University and Department or particular program
   - Mission
   - Number of people serves/students in program/major
   - Services provided to students
   - Benefits to community
   - Geographic region served
   - Demographics
   - Experience and previous successes with this type of project
   - Brief history of organization/program/department

2. Describe the Project (Who, What, When, Where, How)
   - What will you do?
   - To whom?
   - How will it benefit them?
   - How long will the project last?
   - How much will it cost?
   - Why is this a good idea?

3. How will you do it?
   - Methods you will use
   - Personnel and their qualifications
   - Why is the College of Charleston/department best suited for this project?
   - How is this program different?
   - Are you duplicating resources?
   - Who can you partner/collaborate with to make your case stronger?

4. How much will it cost?
   - Total cost of the project, detailed budget
   - Cost breakdown by category (salaries, materials, equipment, travel, etc.)
   - How long is the project? (One year, five years, etc.)
   - Contingency plan - what will you do if you don't get full funding?

5. How will you fund the project?
   - Who else are you asking for a grant?
   - Do you have any other financial or in-kind resources?
   - Matching funds?
   - User fees/earned income

6. Expected results
   - What are your expected results?
   - What is your plan to measure/evaluate results?
   - Objectives
   - Qualitative results?

7. Other
   - Sponsorship, publicity: how will you acknowledge the funder?
   - Articles, website addresses, handouts, supporting documents
   - A one-page Executive Summary on the project