Guidelines for Writing Letters of Intent/Grant Proposals

1. Know the Funding Agency
   - What is their mission, their goals?
     - Check their website, annual report, prior grantees
   - Are you a good fit?
     - Do you match the profile of other grantees?
     - Does your project address their goals?

2. Talk to the Program Officer
   - About fit
   - Special requirements, exceptions
   - Budget

3. Read the Directions and Follow Them!
   - Make a checklist
   - Check everything three times—No typos!!!
   - Note order, length, and format of documents, addenda, cv’s

4. Write Clearly
   - Put key points up front for quick reading
     - Topic sentences
     - Headlines
     - Bullets
   - If someone reads it “cold” they should be able to answer:
     - Why is your project important? (Provide supporting literature)
     - Why should the funder care? What’s new/different/better?
     - What are your goals/aims?
     - What strategies will you use to accomplish your goals/aims?
       - Do you have the appropriate team available?
       - Is your timeline realistic?
     - What track record do you have to accomplish your goals/aims?
       - Do you have prior related work, experience, grants?
       - Who have been your collaborators?
     - How will you evaluate your project?
       - What are measurable outcomes, metrics of success?
     - What difference will it make? Impact? Future model?
     - How will you maintain/sustain/build/disseminate your project?