AGENDA
♦ Basic tenets of strong proposal writing
♦ Project development, including goals, outcomes, outputs and tasks
♦ Creating cogent project summaries
♦ Budget guidance
BASIC INGREDIENTS

✧ Demonstrate project “fit” with funder’s mission and goals; paint a compelling picture

✧ Always keep the grant selection criteria and the reviewer in mind

✧ Follow the proposal format provided, responding to each requirement in the order given

✧ Accuracy counts! Check and double check

DEVELOPING YOUR PROJECT IDEA

🎯 What is your overall project goal/purpose?

 שכבר What will be different once you are done?

_registers Describe impact in terms of outcomes (aka objectives)

🎯 Outcomes: Measurable sets of activities/strategies that together will achieve the goal/purpose: Results or effects of all activities
SOUTHERN RAINBOW LAKE PROTECTION PROJECT

**Background:** The southern end of “Rainbow” Lake has been assessed as impaired by USEPA since 1998. Both algae and aquatic plants thrive in the shallow waters and limit recreational activities in this section of the lake. Protecting tributaries in this area is vital to the water quality of southern Rainbow Lake. **Budget:** $921,000

**Project Goal/Purpose:** This project will improve water quality in southern Rainbow Lake through placing conservation easements on six properties, protecting over 20,000 feet of streambank and riparian buffer in the southern area of Rainbow Lake from development.

Outcome/Objective #1: Acquire conservation easements

Outcome/Objective #2: Establish riparian corridor and place signage

MORE GOALS/OUTCOMES

**Goal:** Reduce the amount of stormwater entering Lake George from X locale. **Budget:** $63,000

*Outcome (Objective):* Replace 2,500 linear feet of asphalt stormwater swales with erosion control products and infiltration basins

**Goal:** Improve water quality and restore riparian habitat throughout Sunlight City’s parks. **Budget:** $15,021

*Outcomes (Objectives):*
- Stabilize stream and riverbanks
- Remove and replace invasive plants
- Reduce sediment erosion
DEVELOPING PROJECT OUTCOMES

In 20 minutes, develop 2 draft outcomes/objectives for the following project:

Title: Lakeshore Stormwater Shoreline Erosion Assessment
Budget: $26,000 for one-year project

Project Background: Impacts from stormwater and shoreline erosion are major contributors to water quality pollution in lakefront communities across the Lake Champlain shoreline. On the northern Lake Champlain shoreline, accelerated erosion resulting from inadequately maintained or poorly designed drainage infrastructure, coupled with lakefront encroachment and conflicts with stormwater management systems, are significant sources of nutrient pollution.

Purpose/Goal: Produce plans to reduce stormwater runoff and shoreline erosion on the lakeshore in the town of X in order to mitigate nutrient pollution in this area of Lake Champlain.

DRAFT PROJECT OUTCOMES

1. Identify the worst spots of erosion and stormwater runoff in town through an active community engagement process (residents, landowners, public works, professionals)

2. Develop mitigation strategies for stormwater runoff and shoreline erosion using experts and other resources to determine approaches and BMPs for nutrient reduction

   A. Gather and present information on existing conditions and data available regarding erosion and runoff in this area in X# of stakeholder meetings and conduct an assessment of problem areas and needs.

   B. Based on the assessment, our trained engineers and other experts will identify potential courses of action and produce a ranked list of four potential plans.
**Tasks and Outputs (Performance Measures)**

✧ **Tasks are activities to achieve an outcome/objective:**
  - Develop a volunteer training series
  - Create a boat cleaning protocol and schedule
  - Remove woody invasive plants
  - Conduct bidding process for a construction project
  - Oversee phases of construction project

✧ **Outputs are the products/achievements of a task:**
  - # of volunteers trained
  - # of boats cleaned
  - Square footage of area from which plants were removed
  - Signed contract with successful bidder
  - Construction job completed

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**Tasks & Outputs**

**Outcome/Objective:** Restore 18 acres of Polly’s Pond waterfront by removing and controlling the spread of AIS through hand harvesting

<table>
<thead>
<tr>
<th>Task</th>
<th>Outputs/ Performance Measures</th>
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| 1. Apply for permits and contract AIS harvesting company | - Permits obtained  
- Contract completed and signed |
| 2. Survey and map plant growth pre and post control throughout Polly’s Pond and downstream in Molly’s Pond | - Pre-control and post control Plant Survey reports |
| 3. Conduct harvesting | - Area of harvest  
- % AIS cover pre- and post-harvest  
- Pounds of AIS plants harvested  
- Number of harvest hours |
| 4. Conduct outreach via social media and local media press releases | - Social media and press releases |
PUTTING IT ALL TOGETHER

✧ Create one, overarching purpose/goal that responds to your needs and lines up with the RFP – and Opportunities for Action

✧ Develop 1-3 outcomes/objectives to achieve the goal: What will it take to fully carry out this project?

✧ Determine how you will measure/demonstrate achievement; 1-4 outputs per outcome/objective

✧ Design tasks around your outputs

✧ Use a table: Outcomes/objectives, tasks, outputs, timeline

PROJECT SUMMARY/ABSTRACT

Public face of your project

Tangible statement of why this project matters and what will be achieved through its accomplishment

Include purpose/goal, outcomes and key outputs

Clear, cogent, concise
**Budget Matters**

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<th>Line Item</th>
<th>Task 1</th>
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*Do your math!*

**Budget Justification**

**Personnel:** Executive Director (ED): workplan review, reporting 15 hrs @ $75/hr = $1,125 (Match); Science and Stewardship Director (SSD): QAPP development, workshop, planting assistance, reporting 18 hrs @ $60/hr = $1,080 ($300 Match); Research Associate (RA): QAPP development, seed mixes, planting, monitoring, develop and facilitate workshop, reporting 191 hrs @ $50/hr = $9,550 ($200 Match); River Steward (RS): assist with planting, monitoring, workshop 75.2 hrs @ $25/hr = $1,880 ($200 Match)

**Professional Services:** Biological consultant to assist with transect setup and monitoring, data analysis, custom seed mix development (Tasks 2, 4-6) $3,350

**Travel:** ~1,380 miles @ $0.575/miles = $794 ($175 Match)

**Supplies:** grass seed mix, shrubs, and trees, mulch and fertilizer, workshop supplies (seed spreader, tree tubes, watering bags, tree tags, hand pruners, rock bar, gloves, shovels), = $3,040
On to Designing Tasks and Outputs!
3:45-4:45

As you enter the meeting, please:
• Announce your name and organization
• Prepare to turn ON audio and video for breakout groups

DESIGNING TASKS & OUTPUTS

In 20 minutes, develop 2 draft tasks and outputs for this outcome:
Title: Lakeshore Stormwater Shoreline Erosion Assessment
Budget: $26,000

Project Background: On the northern Lake Champlain shoreline, accelerated erosion resulting from inadequately maintained or poorly designed drainage infrastructure, coupled with lakefront encroachment and conflicts with stormwater management systems, are significant sources of nutrient pollution.

Purpose/Goal: Produce plans to reduce stormwater runoff and shoreline erosion on the lakeshore in the town of X in order to mitigate nutrient pollution in this area of Lake Champlain.

Outcome 1: Identify problem areas associated with stormwater runoff and shoreline erosion on the lakeshore in the Town of X, using a combination of desktop analysis and field investigation.
<table>
<thead>
<tr>
<th>DRAFT PROJECT TASKS &amp; OUTPUTS</th>
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| **Task 1:** Create criteria for ranking the list  
Output: List of criteria for ranking |
| **Task 2:** Use the criteria to produce a ranked list  
Output: Ranked list |
| **Task 1:** Develop potential criteria for ranking projects  
Output: Approved set of potential criteria |
| **Task 2:** Conduct a stakeholder meeting to approve criteria  
Output: Approved criteria for ranking projects. |