



Micro-Grants Program Written Proposal Guidelines

All applicants are required to write an official written proposal. This proposal should include the following ten sections. Use these guidelines to help prepare a strong proposal and use the two templates required (planning timeline and budgets) to help support your idea. If you have any questions about the content to include in your written proposal, write to nicole@wellsmountain.com.

WMI Micro-Grant Proposal Sections	Elements to Include
<p><u>Section 1: Title Page</u></p>	<p>Include:</p> <ul style="list-style-type: none"> ○ Project Title ○ Applicant's Full Name ○ Applicant's Country ○ Applicant's Email Address ○ Date of Submission: MM/DD/YYYY
<p><u>Section 2: Abstract</u></p> <p>Keep it short and simple. Be precise and include only specific details. You will provide additional details for all of these elements in the next sections of the written proposal.</p>	<p>Include:</p> <ul style="list-style-type: none"> ○ Project title ○ Location of project ○ Statement of need ○ Goals ○ Main project activities ○ Total cost to implement the proposal ○ Total amount of revenue/donations already secured and available to implement the proposal ○ WMI Micro-Grant amount requested
<p><u>Section 3: Needs Assessment</u></p> <p>The needs assessment forms the reason that justifies the creation or continuance of a project/idea.</p>	<p>Evidence could include forms of:</p> <ul style="list-style-type: none"> ○ Demographic data ○ Statistics from reputable sources ○ Educational records ○ Health records ○ Testimonials from experts or professionals within the area(s) of need ○ Surveys and the results ○ Observational data ○ Experiential statements

<p><u>Section 4: Goals and Objectives</u></p> <p>Consider the needs identified and create general program goals and specific objectives.</p>	<p>Think strategically about the following:</p> <ul style="list-style-type: none"> o Goals are statements of what outcome you are trying to accomplish o Objectives are defined actions that you will take to work towards reaching your goals
<p><u>Section 5: Activities</u></p> <p>Explain the activities, procedures, processes, development of training materials, meetings or events that will take place.</p>	<p>What do you plan to do:</p> <ul style="list-style-type: none"> o Discuss what will happen, where, when, who will assist, and how it relates to advancing the project/idea.
<p><u>Section 6: Partnerships & Assistance</u></p> <p>What local/regional/state/national resources are available to assist with added knowledge, funding, resources, volunteers, donated space, etc. Research and identify individuals and organizations (both for-profit and non-profit) that would be interested in the project/idea.</p>	<p>List:</p> <ul style="list-style-type: none"> o The way in which each person, group, organization, or business could be involved. o Funding sources that are available. o In-kind donations (supplies, other resources, time, etc.) that could be provided by specific people or organizations.
<p><u>Section 7: Planning Timeline*</u></p> <p>Define what steps will need to take place in order to actualize the project/idea. Detail the action steps that you will need to take on the Planning Timeline template.</p> <p><i>*In your project proposal document, write, “Section 7: Planning Timeline - See template attached.”</i></p>	<p>Include:</p> <ul style="list-style-type: none"> o Project stage o Short description of the task o Responsible person o Date the task will be started o Date the task should be completed o Result of the completed task
<p><u>Section 8: Budget(s)</u></p> <p>Consider all costs that the project/idea could incur. Itemize these costs and compare prices at different retailers. Seek official written pricing estimates for large purchasing orders.</p> <p>Brainstorm current funds available and expected funds to support the project. This will require on the ground work to build support and investment for the project/idea.</p> <p>Use the Budget Proposal template to list these expenses. Secondly, consider your financial resources and list these expected project funds.</p>	<p>* Note: WMI MG funds will be provided at the start of January 2020.</p> <p>Include: All applicants: <i>Budget Proposal</i></p> <p>Complete the template to include all expected funds (revenue) and all expected project costs (expenses). List these amounts in USD.</p> <p>Projects that are income-generating are required to also complete a <i>6-Month Expense & Revenue Breakdown Budget</i>. The template will guide planning needs and activities based upon the flow of available revenue.</p>

<p><u>Section 9: Sustainability</u></p>	<p>Discuss:</p> <ul style="list-style-type: none"> o Is this a one-time event? o How will the project continue to operate once the initial Micro-Grant funds have been spent? o Are there income-generating activities to support on-going costs? o What partnerships can be formed to reduce costs and also support the longevity of the project?
<p><u>Section 10: Measurement & Evaluation</u></p> <p>Define ways in which you can measure specific levels of knowledge, attendance, health issues, profit, increase in client base, etc. before implementing your project and after. Your goal is to collect data to showcase if your project created elements of change.</p>	<p>Identify:</p> <ul style="list-style-type: none"> o What you want to measure o How you will measure it o When you will measure it (common times include before and after your main project/idea is launched) o What resources you might need to complete this process o How you will present the data