

PARAPHRASING A GREAT

All terrific PROPOSALS are alike; each lousy proposal is lousy in its own way.

— Leo Tolstoy, Anna Karenina

REALLY GOOD PROPOSALS ALL HAVE THIS IN COMMON

- **Clear, Understandable and Well Written**
- **Right Category of Funding**
- **Match and Budget tell the story**
- **Project readiness**



TWO IMPORTANT PLACES TO BE CLEAR & CONCISE

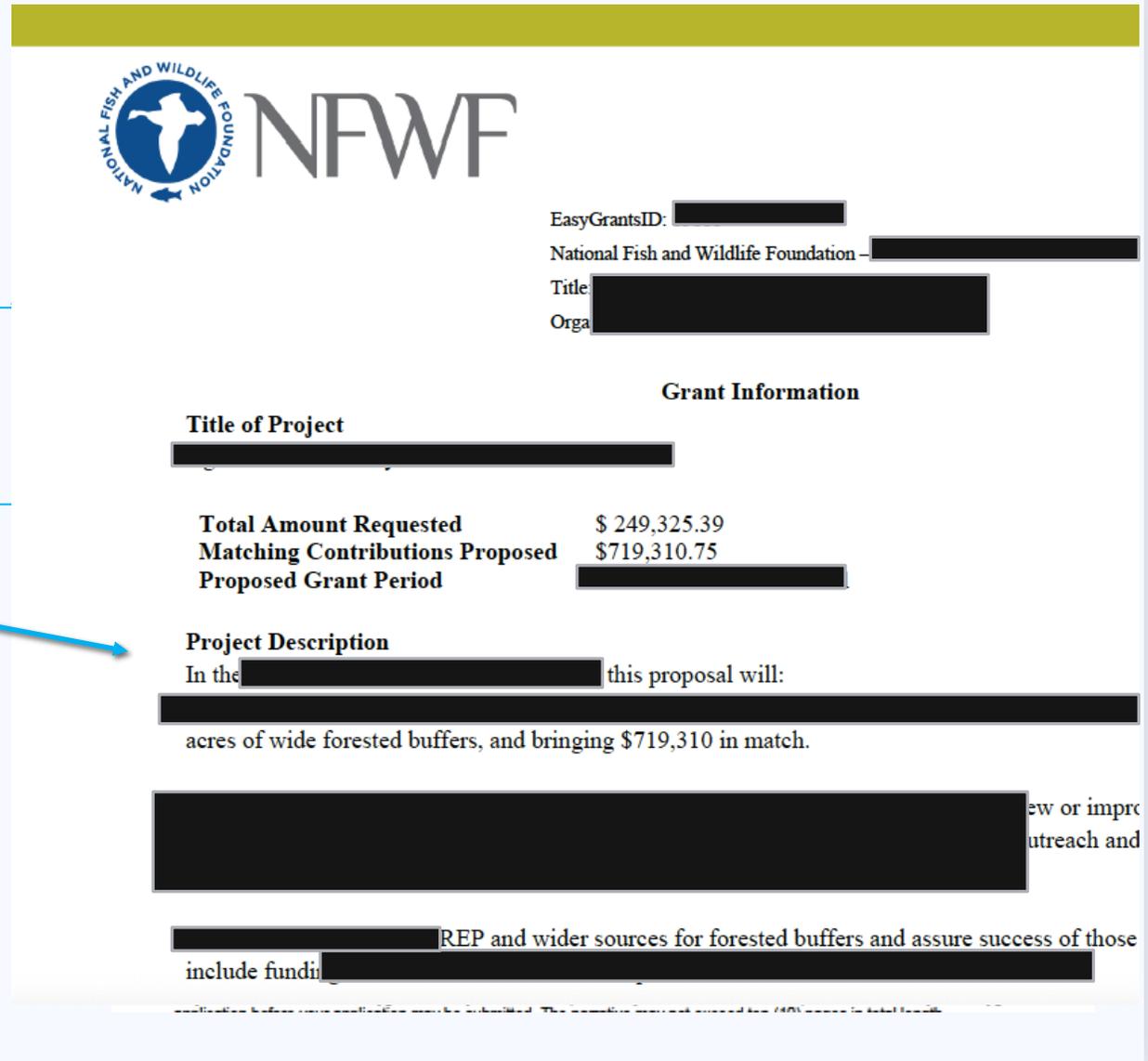
Project Description

The first important point in the application where a reviewer sees what your project will do and what it will accomplish.

Page 2 of
NFWF's RFP
TIP Sheet

Project Objectives

The specific steps you will take to implement your project.



The image shows a screenshot of the National Fish and Wildlife Foundation (NFWF) RFP application form, page 2. The NFWF logo is at the top left. The form contains several sections: 'Grant Information' with fields for 'EasyGrantsID', 'National Fish and Wildlife Foundation', 'Title', and 'Orga'; 'Project Description' with a title field and a text area; and 'Project Objectives' with a text area. A blue arrow points from the 'Project Description' text on the left to the 'Project Description' section of the form. The form content is partially redacted with black boxes.

Grant Information

EasyGrantsID: [REDACTED]
National Fish and Wildlife Foundation - [REDACTED]
Title: [REDACTED]
Orga: [REDACTED]

Title of Project
[REDACTED]

Total Amount Requested \$ 249,325.39
Matching Contributions Proposed \$719,310.75
Proposed Grant Period [REDACTED]

Project Description
In the [REDACTED] this proposal will:
[REDACTED]
acres of wide forested buffers, and bringing \$719,310 in match.
[REDACTED] ew or imprc
outreach and
[REDACTED] REP and wider sources for forested buffers and assure success of those
include fundi [REDACTED]

BEING CLEAR & UNDERSTANDABLE

Practice 1

Use **simple** and **precise** declarative sentences that a lay person can readily understand.

Practice 2

Use **specific** and **concrete** language to state (not explain) what your project will do.

Practice 3

Use these statements **consistently** throughout your proposal and work plan.

TERRIFIC PROPOSALS (likely to be funded) get reviewer comments like:

Clearly demonstrates how water quality and habitat improvements are likely.

Provides site level information/results for emerging BMP of which removal efficiency is currently in short supply.

Has secured land permission to do the work and demonstrated a robust design that will lower costs to implement and maintain if replicated elsewhere.

Displays multi-jurisdictional and public-private partnership – with significant match leveraged from multiple state and other sources.

Environmental results, location and context are well described and show how local and regional plans converge for supporting the proposed outcomes.

Builds off of earlier investments to improve framework for this practice and increase implementation.





WEAK PROPOSALS (unlikely to be funded) get reviewer comments like:

Looks like they applied to the wrong SWG program! This is more of a planning and technical assistance ask with no match included.

Lacks details and any information on why the project is needed, its context, and any partnership or engagement.

Doesn't appear to be a high priority and the photographs provided do not appear to show the problem as being very significant.

The proposal doesn't address program priorities and it minimally meets the evaluation criteria.

No strong connection to water quality outcomes is provided and the cost effectiveness is undocumented.

A single project for a private landowner without any new knowledge to transfer to other restorations nor any funds leveraged from other grants programs?

Results are speculative, using experimental technology.

Nearly 80% of the requested funds go to salary and indirect , with limited on-the-ground work in a lower priority area.

and

A
COMPETITIVE
PROPOSAL
FOR NFWF
(and a lot of
other
funders)

