**PROPOSAL WRITING OUTLINE**

This document is meant to guide you through the proposal writing process and to serve as an initial template for a well-developed proposal.

The outline includes the following sections, each with brief descriptions of what is typically included, and sample text from past proposals:

* Introductory Information
* Program Description
* Need for Support
* Project/Program Goals or Objectives
* Sustainability/Other Funders
* Budget/Budget Narrative
* Conclusion

*\*\*PLEASE NOTE that not every proposal will look the same and you may find it necessary to rearrange sections or to add/remove certain information to fit the needs of your donor. If a donor requests that you use a specific template, you should follow their guidelines.\*\**

If you would like your proposal draft reviewed by the Writing Services team, please send a request to [WritingServices@asufoundation.org](mailto:WritingServices@asufoundation.org).

If you would like your final proposal to be formatted/designed for presentation, ASU Enterprise Partners Communications and Marketing team welcomes the opportunity to serve your needs. Please submit a [project request form](https://www.wrike.com/frontend/requestforms/index.html?token=eyJhY2NvdW50SWQiOjI0NDcwMDgsInRhc2tGb3JtSWQiOjcwMDc2OX0JNDgxMjk5NDc1NDk2NQk5NmQwMGZlYjM5NGM5ZjJhNDIxMmM0N2VjZmY0ZDJjNzRkNjE1NzExYTk2YzBlZjUwY2NhNGUwOTI2ZjkxNmY5) for design assistance.

Proposal Narrative

**Introductory Information:** *This section should include a concise overview of the institution, your unit and your relationship to the donor. Consider incorporating the ASU Charter or a paragraph explaining our evolution into a New American University. Include your program’s mission, history and goals and provide a succinct summary of what you intend to request. Be sure to connect your project with the funder’s priorities.*

**Example**: Arizona State University is proud to host The Doran Community Scholars Program, and deeply appreciative of the Doran family’s continued investment in students from the Phoenix Union High School District. We share your commitment not only to increasing degree attainment, but also cultivating students who are ready to take their place as innovative and dynamic leaders in their communities and abroad. By providing targeted academic and personal support that increases each student’s chance of completing a degree, the Doran program aligns with the central tenet of the ASU Charter—to measure our impact not by whom we exclude, but by whom we include and how they succeed. By developing scholars’ professional and leadership skills, the Doran program advances our aspiration to assume fundamental responsibility for the economic, social, cultural, and overall health of the communities we serve.

The ASU Foundation for A New American University welcomes the opportunity to present this proposal to advance your legacy at ASU and to ensure the continuation of this inspirational program in perpetuity.

**Program Description**: *This section should describe the program or project that you wish to fund in detail. Make it clear whether the program is new or well-established and call out what makes it innovative or significant. Provide information on the beneficiaries, particularly how many and a demographic profile. You should also provide detail on the program or project’s leadership, their credibility in the field and their reputation in the community as necessary.*

**Example 1**: The Cronkite School proposes to spend a full year devoted to reporting on the subject of the Verde River, with a dedicated journalism leader who specializes in in-depth environmental journalism who will work with a team of talented students, professionals and professors. Under her or his guidance, student journalists will produce and broadly distribute deep, original and data-driven reporting on digital, print and broadcast platforms, illuminating critical issues pertaining to the Verde River. Stories will focus on solutions – including people, communities and initiatives that are working to solve the issues – with the goal of not just pointing out problems, but considering what has been done to date and what else could be done going forward to solve those problems.

The initiative would draw on the many experiences, expertise and resources of the Cronkite School, including people such as Knight Chair Sarah Cohen, a Pulitzer Prize-winning journalist who served as the data editor of The New York Times and The Washington Post; Maud Beelman, the former head of investigations for The Associated Press who now directs the new Howard Center for Investigative Journalism at Cronkite; former Frontline producer Lauren Mucciolo; former Arizona Republic Publisher Mi-Ai Parrish; former 12News anchor Vanessa Ruiz; former New York Times correspondent Fernanda Santos and many others.

The program leader would coordinate the year-long coverage to produce the following:

* A full-length documentary to air during primetime on Arizona PBS and to be made available to all other Arizona news organizations
* Twelve other major stories produced on digital, print, TV and audio platforms, distributed via Arizona PBS and all of our Arizona media partners
* As many as a dozen feature segments on “Horizon,” the daily public affairs show on Arizona PBS
* Other regular stories throughout the course of the year
* A dedicated website and e-magazine to showcase the project’s work

**Example 2**: Under the leadership of Jean Boyd, a Lan Hewlett Award recipient and co-founder of Scholar Baller, a nonprofit dedicated to the personal and academic development of student athletes, the Office of Student Athlete Development (OSAD) has transformed ASU’s student–athlete development program into a model for innovation in the field. With program features like individual academic assessment and success planning, assistance with choosing a major and selecting classes, structured academic study times, academic skill development, tutorial services, and a mentorship program led by former student–athletes, OSAD offers ASU’s student–athletes unparalleled academic support. Consequently, the program has enjoyed unmitigated success. From 2005 to the present, the graduation rate for ASU student–athletes has increased from 68 percent to 82 percent, an all-time high, ranking ASU fourth in the Pac–12. ASU student–athletes also have maintained a 3.0+ grade point average for six consecutive semesters. Last year, Sun Devil Athletics posted an all-time high NCAA Academic Progress Rate Score, a primary indicator of academic success which translates to high rates of graduation.

In the 2013–14 academic year, OSAD served 530 students. With the addition of three new sports in the coming year, we expect that number to grow to more than 600. As OSAD continues to grow its impact, our goals are to increase student–athlete graduation rates to 85 percent by 2016, and for 90 percent of our student athletes to achieve a consistent 3.1 or above GPA by 2020.

**Need for Support:** *This section should describe the problem that you seek to address, and why it is necessary to address it right now. Include data on the people and environments affected by the problem (US Census Bureau, research/media reports, etc.) Describe what has been done about the problem to date and what must be done next. Explain why the time is now to address the problem in this particular way.*

**Example**: Despite significant gains in the struggle for equality for LGBTQ individuals and families over the past several years, access to educational and professional resources remains a challenge. A 2013 study from the Point Foundation reveals that nationally, one-third of LGBTQ-identified students seeking financial aid reported the need to delay their undergraduate and/or graduate education due to a lack of affordability, and of those more than 41 percent cited lack of familial support as their reason for financial instability. At ASU, we believe that no student should have to forego the opportunity to earn a college degree based on a lack of family resources, and nowhere is this more important than for socially-vulnerable populations.

The Mark Bowland Leadership Program will support like-minded individuals who understand the vital importance of education, particularly those for whom the doors of opportunity have not always been open. Bowland Scholars will be aspiring innovators, educators, scientists, and artists of great promise, recruited to ASU from high schools and community colleges in Arizona and across the country. They will have a demonstrated record of student leadership and service to the LGBTQ community and, in turn, will gain access to a personally and professionally rewarding academic environment. Resources will be made available by the university to help these scholars hone their leadership skills, preparing them for successful lives and careers after college. These resources will encompass the student experience from orientation through graduation.

Bowland Scholars will belong to annual cohorts at ASU and will be guaranteed four-year scholarship funding so long as they maintain award criteria.

**Project/Program Goals or Objectives**: *This section should describe your goals and objectives in detail. You should ensure that outcomes are SMART (Specific, Measurable, Attainable, Relevant & Timebound).*

**Example**: Over the three-year period, one hundred and fifty ECSE teacher candidates will a) serve in early childhood settings and classrooms in high need communities during the senior year residency, b) be prepared to support future school and classroom transitions for an ethnically and culturally diverse student body, c) effectively engage parents from diverse cultural backgrounds in their children’s education and d) increase school readiness and academic and social outcomes for diverse groups of students.

**Sustainability/Other Funders**: *This section should explain how your project will be financially sustained beyond the life of the gift. Articulate whether you will rely on an endowment, depend on support from the university, seek funding from other sources, etc. Will you develop an entrepreneurial element to keep the program going? We recommend that you work with your ORSPA Research Assistant to develop a realistic budget and to ensure that all costs (including shared costs) are accounted for.*

**Example 1**: In addition to the requested funds, HIDA will dedicate significant resources to the proposed program in the form of faculty appointments, museum staff and exhibition space. We anticipate this investment to be equivalent to the annual payout of a $12 million endowment, and would include:

* One current faculty member in the School of Art to teach to Latin American Curatorial Studies
* One Distinguished Chair salary supported through HIDA funds beginning in year six
* One Professor of Practice beginning in year six, supported through dedicated retirements from HIDA’s Art History department
* One ASU Museum Curator – HIDA will support 50% of the curator’s salary in the Center’s first five years and 100% from the Center’s sixth year forward
* One staff position to support the ASU Museum

**Example 2**: To underscore our deep belief in the Howard Center for Investigative Reporting and the importance we place on our ongoing partnership with the Scripps Howard Foundation, we have designed a proposed budget that maximizes Cronkite’s financial contribution to the Center. The proposed budget calls for an ASU contribution of $1.3 million in funding and resources over three years to add to the Scripps Howard Foundation’s generous $3 million investment – adding 43 percent more to the Foundation’s gift and greatly increasing the scope and impact of the Howard Center. Our ability to contribute our own resources – people, space, funding, leadership and technology – to the Howard Center for Investigative Reporting means that not only can we provide an unparalleled opportunity for the next generation of great investigative reporters, but we also can provide tuition waivers, stipends and travel funds directly to those students. Please find budget details enclosed.

**Budget/Budget Narrative**: *For this section, you should always use the donor’s requested format, if one is provided. If none is provided, be sure to include total costs broken down into common categories (personnel, equipment, travel, supplies, contracting fees, etc). Include any cost sharing details and clearly identify all other expected sources of funding if they exist. Break out multi-year expenses clearly and provide a detailed justification describing every major expense. Carefully review the funder’s limitations regarding indirect costs.*

**Example**: A foundational investment from the McGraw family will ensure that the Harold W. McGraw, Jr. Prize in Education continues to inspire new generations of educators and innovators in perpetuity. The following budget reflects the establishment of a $30 million endowment, with an estimated annual payout of approximately $1 million. We welcome the opportunity to discuss the more precise details of a giving strategy, which could include flexible structures to assure the prize program is funded while the principal endowment is built over time.

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|  | **McGraw Family Investment** |
| **EXECUTIVE ADMINISTRATION** |  |
| Distinguished Director of the McGraw Prize in Education (wages & benefits) | $175,750 |
| McGraw Prize Event & Program Coordinator | $47,000 |
| Honoraria for board members and jurors | $40,000 |
| Research, administrative support & supplies | $40,000 |
| **Subtotal** | **$302,750** |
|  |  |
| **AWARD CEREMONY** |  |
| Harold W. McGraw Prize in Education Fund (3 winners annually) | $300,000 |
| Award Statue | $10,000 |
| ASU GSV Sponsorship | $50,000 |
| Event Production (Audio/Visual, lighting, etc.) | $180,000 |
| Food & Beverage | $125,000 |
| Speaker Fees & Honoraria | $100,000 |
| Event Photographer & Promotional Expenses | $12,000 |
| **Subtotal** | **$777,000** |
|  |  |
| **PROMOTION** |  |
| Prize website | $5,000 |
| Social media | $25,000 |
| Travel & Expenses for awardees, board members, staff | $30,000 |
| **Subtotal** | **$60,000** |
|  |  |
| **INDIRECT COSTS** |  |
| ASUF Administrative fee @ 5% | **$55,986.84** |
|  |  |
| **TOTAL INVESTMENT** | **$1,199,737,750** |

\*\* Please note: If you are working with the Office of Research and Sponsored Project Administration (ORSPA), the administrative fee total (ASUF + ORSPA) is the maximum rate permitted by the granting organization or 11% of **direct costs**. If you are only working with ASUF, the fee is the maximum rate permitted by the granting organization or 5% of the **total gift/ask amount**.\*\*

**Conclusion:** *Provide a brief but powerful statement tying the proposal together, reiterating the need for the investment and the impact this gift will make. Thank the donor for their consideration and reconnect the project to the donor’s funding priorities. Don’t overdo it and don’t substitute fluff for substance.*

**Example**: The ASU Public Service Academy is grateful for the Dillon Fund's kind consideration of this request, in particular because the tremendous lifelong legacy of C. Douglas Dillon aligns so well with the vision and mission of the Public Service Academy (PSA). Secretary Dillon’s distinguished service in the United States Navy during the Second World War, his contributions as an American diplomat and politician as a member of President Eisenhower’s cabinet, his scholarly pursuits and business acumen, and his passion for volunteering and philanthropy exemplify all that can be accomplished by future generations of PSA graduates. In partnership with the Dillon Fund, the Public Service Academy at ASU hopes to reignite a collective commitment to service to our nation, and help solve our country's most pressing challenges by preparing the next generation of cross-sector leaders who are ready to face them.

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