"Magic Wand" One-Page Proposal Worksheet

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and FREE video training to get you started!

Purpose: The "Magic Wand" One-Page Proposal Worksheet (next page) is one of the mightiest tools available to you as a successful grantseeker. When it comes to transforming good ideas into fundable project concepts, this worksheet is the closest thing available to a magic wand. Very simply, it's designed to help you develop and keep track of good ideas for fundable projects, even before you begin your funding research. In effect, you create an "inventory" of fundable project concepts. This inventory serves three important purposes:

- First, it helps you target your funding research more effectively by allowing you to plan in advance what *kinds* of projects you'll be researching for funding.

- Second, if completed properly, it can give you a head start on actually developing a final proposal, by helping you think through the key elements of your project idea.

- Finally, project profiles can serve as mini-proposals for potential funders who like to "shop" for a project to support with your agency. (It does happen -- really!)

Using the Worksheet: Think through each section, and complete the requested information as clearly and concisely as possible -- limiting your responses to the space provided on the worksheet. For example, you should be able to describe your project ideas (question 1) in one sentence of no more than 50 words. You may need to do a little homework for some of the sections. Be sure to think through and list resources required (question 6) as well as your best-guess estimate of the funding that will be necessary. Remember, this is preliminary information. Complete details will be filled in later, when you're developing your full master proposal blueprint.

Potential Partners: This section is designed especially to get you thinking very early on about how a partnership structure could enhance your project. More and more funders are requiring that proposals reflect an interagency collaboration. Even if partnership isn't an out-and-out requirement, it often wins your proposal extra points in the evaluation.

Submitted By: Ideally, the "Project Profile/Planning Worksheet" will be completed and submitted by the person in the organization who came up with the project idea in the first place. Larger organizations especially will often have one staff person assigned as "development director" or "grants coordinator," and many, many program people who are constantly coming up with great ideas for new projects or services for which funding is necessary. The next time one of your colleagues comes to you with a great idea, hand him or her a copy of the "Project Profile/Planning Worksheet," and say: "Sounds terrific! Can you flesh that idea out a bit, so I can do some targeted funding research for you?"

THE ONE-PAGE GRANT PROPOSAL WORKSHEET

1	IN ONE SENTENCE, summarize your project idea. What will you do? When? With whom? Where? And why? In order to what?	
2	Who are you as an organization, and what are you all about? (What is your mission or purpose?)	
3	Describe the specific need or issue in your community that this proposed project will address.	
4	What specific changes do you intend to achieve in your community as a direct result of your work? What will success "look like"?	
5	What are the major steps you will need to take to make these changes happen?	
6	Who else has a vested interest in working with you as partners on this problem or opportunity?	
7	What information, tools, data, etc. will you use to decide how well you met your success goals?	
8	What resources do you need to do this work? *(Skills, labor, equipment, training, supplies, services, etc.)*	
9	Estimated total cost (if you had to pay for every-thing). How does this break down?	
10	What broad categories of community needs or opportunities does your project address?	

Submitted By: **Date:**

THE ONE-PAGE GRANT PROPOSAL WORKSHEET

1	IN ONE SENTENCE, summarize your project idea. What will you do? When? With whom? Where? And why? In order to what?	By March 20--, Literacy Volunteers of "Our" County (WA) will train 50 new reading tutors to serve the rural communities to the west, working with volunteers recruited from local churches, to reduce the waiting list for literacy training in this underserved area.
2	Who are you as an organization, and what are you all about? (What is your mission or purpose?)	Literacy Volunteers of "Our County" (WA) is a 35-year-old, volunteer-based 501c3 nonprofit whose mission is to empower adults with the ability to read and write, in order to achieve their full potential as individuals, as employees, as parents, and as members of the community at large.
3	Describe the specific need or issue in your community that this proposed project will address.	According to a 2010 survey by Literacy Volunteers of America, one out of six adults cannot read or write at the basic sixth-grade level, leaving them vulnerable to problems with parenting, employment, health, safety and self-esteem. And in the rural western half of "Our County" alone there is a waiting list of 200 adults who want to learn to read.
4	What specific changes do you intend to achieve in your community as a direct result of your work? What will success "look like"?	1. Train and successfully match 50 new volunteers. 2. At least 75% of students will complete 6 months of tutoring. 3. Reading skills will improve an average of 2 grade levels. 4. At least 3 significant partnerships with local churches. 5. Reduce waiting list by at least 40 individuals.
5	What are the major steps you will need to take to make these changes happen?	1. Contract with master trainer. 2. Training logistics: Materials, location, equipment. 3. Marketing to recruit potential volunteer tutors. 4. Conduct training. 5. Match and track tutor/learner pairs for 6 months. 6. Evaluate learner progress and program success.
6	Who else has a vested interest in working with you as partners on this problem or opportunity?	Local churches Schools Libraries Service clubs--?
7	What information, tools, data, etc. will you use to decide how well you met your success goals?	Pre- and post reading evaluations of learners Training logs of volunteer tutors
8	What resources do you need to do this work? *(Skills, labor, equipment, training, supplies, services, etc.)*	Master trainer Training materials Audiovisual equipment Training site (+ refreshments?)
9	Estimated total cost (if you had to pay for every-thing). How does this break down?	$25,000 $500 per volunteer trained, matched and tracked
10	What broad categories of community needs or opportunities does your project address?	Literacy Parenting skills Reading Workplace skills Adult education Minority issues Rural Church-affiliated

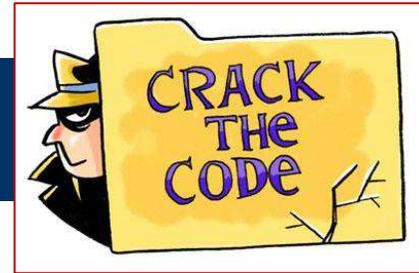**Submitted By:**   **Date:**

THE ONE-PAGE GRANT PROPOSAL WORKSHEET

1	IN ONE SENTENCE, summarize your project idea. What will you do? When? With whom? Where? And why? In order to what?	By July 20--, the Pima County (AZ) Natural Resources, Parks and Recreation Department will restore 12 buildings surrounding the Canoe Ranch compound, located on the Juan Bautista de Anza National Trail, working with the County Historic Preservation Officer, to provide environmental and natural resource education programs and to preserve for future generations one of Arizona's historic treasures.
2	Who are you as an organization, and what are you all about? (What is your mission or purpose?)	The mission of Pima County (AZ) Natural Resources, Parks and Recreation is to lead community efforts to conserve the Southwest's Sonoran Desert and enhance the urban environment, while providing quality recreational, educational and leisure activities.
3	Describe the specific need or issue in your community that this proposed project will address.	The 180-year-old historic Canoe Ranch compound, on the Juan Bautista de Anza National Trail in southern Arizona, has fallen into serious disrepair due to age and neglect and is in danger of collapsing, losing one of Arizona's historic treasures for future generations.
4	What specific changes do you intend to achieve in your community as a direct result of your work? What will success "look like"?	*We intend to achieve the following specific outcomes:* ▪ Rebuild 12 buildings in the ranch compound. ▪ Create 2 environmental education programs in restored buildings for children (preteens and teens) ▪ Create natural resources and interpretive education programs on ranch lands for adults
5	What are the major steps you will need to take to make these changes happen?	▪ Work with community volunteers to establish plan ▪ Develop foundation for fundraising ▪ Build collaborations with State and Federal agencies ▪ Contract construction ▪ Train instructors
6	Who else has a vested interest in working with you as partners on this problem or opportunity?	▪ Local communities: ASDM, Tucson Audubon, SDCP, Trails Assn. ▪ Federal agencies: Corps of Engineers; EPA ▪ State agencies: Game & Fish; State Parks ▪ School districts: TUCS, Sunnyside, Amado, Sahuarita, Catalina
7	What information, tools, data, etc. will you use to decide how well you met your success goals?	▪ Construction evaluation will be based on buildings built according to specification and inspections. ▪ Education programs will be evaluated based on user survey: pre – expectation and post – actual learning.
8	What resources do you need to do this work? *(Skills, labor, equipment, training, supplies, services)*	▪ Design and construction master plans ▪ Construction materials ▪ Operating supplies ▪ Ranch managers, educators, volunteer coordinator
9	Estimated total cost (if you had to pay for everything). How does this break out?	$10,000,000 $5 million in Year One; $5 million in Year Two
10	What broad categories of community needs or opportunities does your project address?	Historic preservation Trails/Open space Rural Environment Planning Leisure services Southwest history Outdoor recreation Natural resources

Submitted By: Date:

THE KEY PROPOSAL PLANNING QUESTIONS

KEY PLANNING QUESTION	Magic Wand Question #:	MASTER PROPOSAL BLUEPRINT OUTLINE SECTION

What's this all about -- quickly?	#1	• **Proposal Summary**
		  • Overview
		  • Abstract
		  • Executive summary
		  • Proposal highlights

Who are you as an organization, and what are you all about? (How do we know we can trust you?)	#2	• **Applicant credibility**
		  • Organizational background
		  • About the applicant
		  • Applicant history, mission, vision

What is the specific need, issue or opportunity that the proposed project will address? And **why is it important -- why should anyone care?**	#3	• **Issue Statement**
		  • Need statement,
		  • Problem statement
		  • Community need assessment

What specific changes or outcomes do you intend to achieve as a direct result of your project? What are your "success indicators"?	#4	• **Intended Outcomes**
		  • Goals and objectives
		  • Purpose and targets

What are the major steps you will need to take to make these changes happen?
Who else has a vested interest in working with you as partners?
	#5 + #6	• **Methods**
		  • Implementation plan
		  • Action plan
		  • Operational plan

How will you measure your success in achieving your objectives?	#7	• **Evaluation**
		  • Outcomes evaluation
		  • Assessment

How will your project or service be funded in the future?	NA	• **Sustainability** • Continuation or future funding

What resources will you need to accomplish these steps? How much will it cost? Where will the money come from?	#8 and #9	• **Budget**
		  • Statement of revenues and expenses
		  • Financial plan