

Proposal C.R.A.F.T.S. Checklist

Dr. Sherry Radowitz, Senior Director of Grants & Sponsored Programs
516-323-4705; sradowitz@molloy.edu

1. Content

- Did you include your organization's mission and a brief history of accomplishments?
- Did you emphasize the assets/strengths of your organization? How does your organization market itself?
- Can you justify the societal need for your program? Did you make a logical connection between your organization's background and the problems and needs with which you propose to work?
- Have you clearly stated your purpose, goals, measurable objectives, proposed outcomes, implementation strategies, benchmarks for success, and evaluation process?
- Do these proposal elements coordinate with each other?
- Did you include an impressive summary or abstract?
- What is unique about what you are proposing?

II. Reality

- What impact will this funding have on your ability to address the proposed problem?
- Does your project timetable coincide with funding cycle?
- Are you completely honest about your abilities, staffing needs, and financial situation?
- Is the request reasonable for this purpose and in line with your grants track record and organizational budget?
- Is your project budget sufficient to meet program expenses? Is a match required?
- Does your organization have the capacity/infrastructure to carry out what is proposed?
- Can you indicate approved or potential financial support from other funders?
- Can you demonstrate sustainability after this grant funding ends?
- Does your proposal meet the evaluation standards of the funder?

III. Alignment

- Do you come across as credible? Do key personnel have necessary credentials?
- Is the reputation of your organization in alignment with the proposed project?
- Does proposed program or fundable activity have support of management & board?
- Do you know what similar organizations in your area do? Are you duplicating efforts?
- Do you have significant community relationships in place?
- Have you sought out collaborative partners?

Continued...

IV. Focus

- Did you do prospect research to determine the most appropriate funders?
- Have you done your homework to be aware of the funder's mission and philosophy?
- Do you meet funder eligibility requirements as to kinds of programs they support, geographic limitations, type and size of organization?
- Have you introduced yourself to the funder via phone call and/or letter of introduction?
- Did you comply with the funder's request format -- hard copy or electronic?
- If funder offers proposal review and critique before submission have you taken advantage of this? Have you reviewed other awards given by this funder?
- If rejected, have you requested feedback to assist in future applications?

V. Technique

- Is your writing clear, concise, non-repetitious, factual and free of jargon?
- Is your proposal supported by statistical data and anecdotal experiences?
- Have you followed guidelines, included all attachments and not omitted anything including contact information?
- Have you organized your proposal in sections with appropriate headings?
- Did you follow directions regarding length (pages, words or characters), size of font and margins, binding, submission requirements, deadlines?
- Did you allocate enough time for the process – draft, review, feedback, proofreading, edits, approvals, and timely submission? Did you confirm receipt of your proposal?

VI. Stewardship

- Do you always treat funders with respect and appreciation?
- Do you provide information your funder requests in a timely manner?
- Is your organization consistently accountable and transparent?
- Do your financials show organization stability and a sufficient percentage of expenses devoted to program services?
- Do you provide your funders with periodic updates, a calendar of activities, invites to events/activities that might be of interest, and photo opportunities?
- Is it apparent that your supported organization/program provides a good return on funder investment?
- Do you understand the importance of building a successful grants track record, often building from small to medium size to larger grants?
- Are you familiar with the grant renewal process with each funder?
- Do you truly understand and accept that this is a relationship business and that the grantor-grantee relationship is a true partnership?