



## General Template for Summarizing Proposals for Grant Makers

(Ideal if kept to 2 pages or less)

### **Proposal Title:**

Project name... especially good when it's not too long—telegraphic but descriptive and maybe even slightly provocative (it's okay to excite the interest of the reader!)

### **Faculty Leader(s):**

Who's in charge (include any "endorsers/PIs of stature" as appropriate, or *top line* credentials of faculty leader)

### **Background:**

Set the context, the societal need, and answer "why Rutgers?" and "why now?" (especially important given the multitude of choices investors have and the harsh economic climate) and why this opportunity is right for the prospective grant maker.

### **Strategic Objectives:**

Potential big picture social/societal impacts of the program and specifically what you're trying to accomplish.

### **Project Description:**

The basic mechanics of the program or initiative; include any inter-disciplinary/cross-University elements if they exist.

### **Measurement:**

Results, effectiveness: how will we be able to quantify to the "investor" that their dollars were well spent?

### **Sustainability:**

Existing track record of program, current alternative funding sources, or if a new program, what's the viability of program to last beyond the current year (and the current grant maker you're soliciting)...

### **Funding Needed:**

The specific ask—total dollar figure. If there's initial interest from the grant maker, a subsequent budget breakout can be provided.