

Proposal Template Instructions

Version date: 5-Feb-05

Introduction

Anyone requesting funds or significant AEU staff time for a project must complete the Project Proposal form which can be found in the document named Proposal Template (5-Feb-05).doc for submission to the AEU Board. Proposals must describe the entire project, but must be submitted for each budget period. If the proposal is for a project over multiple budget cycles, the continuation proposals may be similar to the original proposal, but must have updated budget information. Note that you will be required to give bi-monthly progress reports to the AEU Board, along with periodic evaluations of the project (see "G. Evaluation" for more details).

What follows are three items: (I) A section giving you general advice in completing Project Proposals; (II) an annotated template which gives more detailed instructions and advice on filling out each section of the template.

I General advice for completing Project Proposals

- Try to respond to all of the categories in the proposal form (Project Description, Needs Assessment, Expected Outcomes, etc.). Not all projects will have relevant or substantial information for all categories.
- b) Use as much space as necessary to respond. In some cases a recommended length of response is offered but only as a rough guide, except in the case of the Project Description which we urge you to keep under 250 words.
- c) Members of the Planning Committee are available to answer questions and offer advice, but will not be involved in the approval process. Contact the Executive Director for referral to a Planning Committee member.
- d) Review some completed proposals available from the Executive Director or attached to this e-mail. Proposals will vary.

II Annotated Project Proposal Template

A. Project Description

- (An executive summary of no more than 250 words explaining broadly what the project is, why it is needed, and how it will be implemented.)
- (This is a general overview. It serves as an executive summary that provides the overall picture of the proposal's objectives and plans. If the proposal is funded it will be used to share the proposal with the broader AEU community.)

B. Needs assessment

(What are the identified needs that this project is designed to meet?)

(Build a case for why this project is important for the AEU to sponsor. What is its rationale? Identify the need that this project will address, as well as how you identified the need. Back up your case with statistics and testimony identifying the need. While statistics are not required for all proposals, the more objective your evidence of the need, the stronger your proposal will be. Recommended length of needs assessment is 500 words though this is not limited.)

C. Expected Outcomes

(Outcomes should be objective, measurable, and address the needs identified in the needs assessment.)

(Outcomes should be objective, measurable, and address the needs identified in the needs assessment. There are three levels of outcomes that you might consider:

- 1)What product do you expect will result from the project?
- 2)What is the expected use of the product - how many people will use it, for what, and how often?
- 3)What change in the world will be a result of this project?

Not all proposals will describe all three of these types of outcomes, but all should at least address the first concerning what product the project will create. When possible, please show reason for expecting these outcomes by referring to other people or groups that have tried similar projects, and/or to other sources of expertise that predict a good chance of success for this project.)

D. Resources

(Required funds, human resources, and other resources for successful completion of the project.)

(In explaining the required funds for the project, estimate the amount necessary for the major expenditures. This might result in 3-10 categories. In the next section "E. Budget" specify in greater detail how the funds will be used. In explaining the human resources required, estimate approximately how many hours per week, and over what time frame, individuals will be required. Specify whether the individuals will be AEU staff, volunteers, or paid consultants. You need not know which individuals will be involved, but if you do, mention them by name. In explaining the other resources, consider all the needs for the project, such as "in kind" elements like free printing, donations of food, office space, and so on.)

E. Budget

(Indicate what funds are required for project as whole, and, in greater detail, funds required for the up coming budget period.)

(If the project will be completed within the up coming budget period, then only one budget need be submitted. If the project will take more time than budget period, you will need to submit two budgets, one for the project work for the up coming budget period, and one for the whole project which can be less detailed.)

F. Implementation plan and time line

(Step by step descriptions of the implementation plan and who will be responsible for each step of the plan, including assessments.)

(This section should describe each step of the project in detail. Dates should be given for each step, along with the name or title of the person who will be responsible for each step. The dates and persons relating to the evaluation plan should also be given, although the details of the evaluation plan will be given in section "G. Evaluation Plan".)

G. Evaluation plan

(How will you evaluate the success of the project? What will you measure? How will you be measuring?)

(The evaluation plan needs to explicitly address the objectives provided in section "C. Expected Outcomes" above. Written or oral bimonthly progress reports need to be given to the AEU Board. These need not be extensive - often just a paragraph or two. They should explain what has been accomplished so far. A longer interim evaluation will be required along with another Project Proposal form if you are applying for additional funding for the next budget cycle necessary in order to complete the project. These will be due two months prior to submission of a draft budget to the board. A full evaluation will be due three months after completion of the project. Consider evaluation of as many levels of outcomes as identified in the section on Expected Outcomes, such as on "product produced", "expected use", and "change in the world." Evaluations may contain subjective evaluations. However, inasmuch as possible provide objective measurements of change. These might be from survey data collected as part of the project or numbers reflecting the changes which resulted from this project.)

H. Appendix/Attachments (optional)

(Letters of endorsement and other supporting materials.)

(Any additional materials which support or further detail your proposal.)

I. Authors

(Who created this plan.)

(List those involved in creating the proposal and provide contact information for the person or persons who should be contacted for questions.)