

Syllabus – Proposal Writing Academy

Session	Proposal Strategy	Funder Alignment	Writing Improvement	Proposal Development
1	Rubric: Program Design Triangle <ul style="list-style-type: none"> Your Goals, Sponsor Goals, and Environment 	Natural History of Funders <ul style="list-style-type: none"> By Type By Activity By Funding Mechanism 	Languages of Success 1 <ul style="list-style-type: none"> Sant: Clear, Concise, Correct 	<u>Homework:</u> <ul style="list-style-type: none"> Funder Research Abstract Individual Consultations
2	Rubric: Storytelling Pentagon <ul style="list-style-type: none"> Your Goals, Sponsor, and Environment 	Working w/ Program Officers <ul style="list-style-type: none"> five phases of engagement 	Languages of Success 2 <ul style="list-style-type: none"> Sant: Suitable for the Purpose and Audience 	Discuss Abstracts <u>Homework:</u> <ul style="list-style-type: none"> Funder Research/Selection Problem Statement
3	Supplemental Documents <ul style="list-style-type: none"> Letters Certifications 	Writing for the Review <ul style="list-style-type: none"> Formal review criteria Going beyond excellence 	The Science of Scientific Writing <ul style="list-style-type: none"> Gopen: Reader expectations Making it easy for the reviewer 	Problem Statement Debrief <u>Homework:</u> <ul style="list-style-type: none"> Storyboard First draft of two sections
4	Plans that may be required <ul style="list-style-type: none"> Evaluation Data Sharing Training Management 	Institutional Policy <ul style="list-style-type: none"> Compliance (Ethics, IRB, etc.) “Citizenship” 	Languages of Failure <ul style="list-style-type: none"> Sant: Fluff, Guff, Geek, Weasel 	Storyboard Exercise <u>Homework:</u> <ul style="list-style-type: none"> Provisional Budget First draft of two sections
5	Budgeting <ul style="list-style-type: none"> Principles of Budgeting Allowable, Matching, Indirect Costs Scenario Planning 	Strategic Positioning Four Types of Proposals	Tone, Medium, Readability <ul style="list-style-type: none"> Headings, Typography Tables, Figures 	Review Plans <u>Homework:</u> <ul style="list-style-type: none"> Provisional Budget Recruit Reviewers Individual Consultations
6	Program Sustainability <ul style="list-style-type: none"> Strategies Design 	Participant-Selected Topics	Proposal Presentations	<u>Homework:</u> <ul style="list-style-type: none"> Send proposals to reviewers
7	Participant-Selected Topics	Participant-Selected Topics	Proposal Presentations	