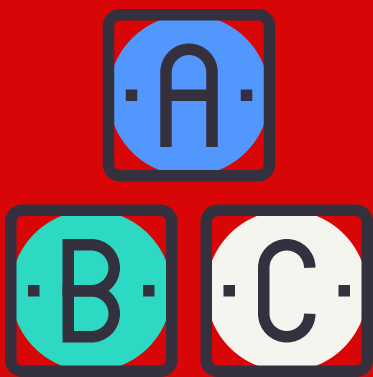


# 5 Key Priorities to Include in a Grant Proposal

THE 5 KEYS SPEAK DIRECTLY TO THE CORE INTERESTS OF FUNDERS, CONVENIENTLY SPELLING OUT "FIRST."



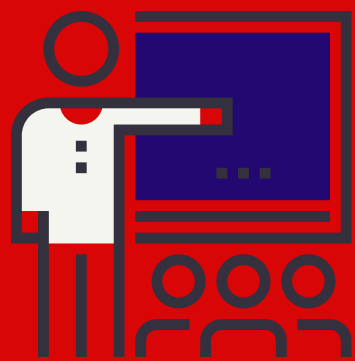
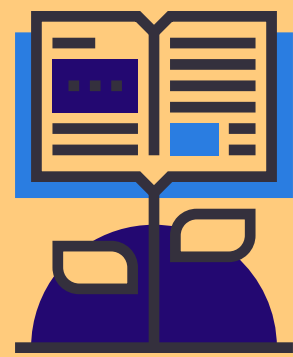
## 1. FACTS AND FIGURES

- Who are your clients, in terms of their relevant demographics and location?
- What are the relevant issues or problems they are dealing with?

What are some current trends that make those issues so pressing?

## 2. IMPORTANCE OF THE ISSUE

Funders are going to need to know why you're so focused on the problem or issue you have just identified. Imagine them asking you, "Why should I care about the problem you are addressing?"



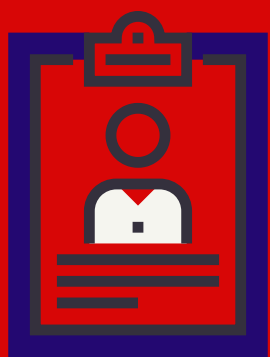
## 3. RESULTS YOU ENVISION

Really think about what your work will mean for the clients or community you are working with. How does that work lead to something better for them — now and in the future?

If your community members were to ask you, "What's in it for us?" what would you say?

## 4. SOLUTION YOU ARE PROPOSING

Talk about the specific solution you chose to implement. This is your plan to achieve your results, and we need details here.



## 5. TRACK RECORD AND TESTIMONIALS

Funders are interested in knowing how your program has already made a positive difference in your community. That is, what results have you already successfully achieved?

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