

CORPORATE PROPOSAL PLANNING GUIDE

Your college or unit Director of Development as well as University Advancement Corporate Relations office will utilize your responses to these questions typical corporate funders would want addressed in a proposal. This will also be helpful in identifying potential funders and aligning with their priorities.

1. What is the problem/need/opportunity to be addressed (research, curriculum, seminars, program activity, training)?
 1. How is your work or this project substantially different from others doing similar work?
 2. Why are you the best fit for this project?
 3. Why is this program necessary? (rationale or need for scale up, if not novel programming)
 4. Who will benefit? Your students, your field, your patients, the state, the nation, the world, or whatever the appropriate categories
2. What is the proposed solution? What specifically do you want to accomplish? (Measurable Goals and Objectives)
3. How do you propose to meet the goals and objectives? (Implementation Strategy) Approach and significance are KEY:
 1. Justify need using SMART goals (Specific, Measurable, Achievable, Relevant, Time-Bound)
 2. How will you evaluate success and disseminate information (qualitative and/or quantitative)?
 3. Demonstratable outcomes from past/current projects
4. Project Timeline
5. Total Budget and how much is being requested in this proposal?
6. What current funding commitments, either internal or external, do you have for this project?
 1. How will the project be sustained after grant funding ends?
 2. What resources are available for the proposed project (competence in research area, experts in related areas, supportive services, unique or unusual research facilities or instrumentation, significant or minimal investment of college/university resources)?
7. Have you identified specific funders?
 1. How is this project connected to the funder's priority giving areas?
 2. Do you have a contact within the identified corporate entity?
 3. Do you have a project that fits within a corporate funder's priorities and regions/country?
 4. Will the funding provided cover the costs of the project requirements? Are matching funds identified and needed?
8. Are there opportunities for the funder to engage with students, faculty, programs? If so, how?
9. Is there a stewardship plan that would recognize the donor? If so, how?