Step 3: The Grant Blueprint*

*Grant experts say: “80% planning, 20% writing”

- Did you read the RFP/grant guidelines? It will tell you exactly what is required for your proposal.
- Did you review the Grants Development Handbook at www.virginiawestern.edu/grants?

Project goal: Summarize the big-picture goal in a sentence or two.

Example: Project "Zip-a-Dee-Doo-Dah" will promote student success by boosting morale, improving campus connectivity, and showcasing Roanoke’s outdoors identity by installing a zip-line across Colonial Avenue.

Project need: Who will this project serve? What is the need — and what data proves this?

VWCC must boost the morale of its 12,000 students because studies show the frown rate has increased by 50% in the past two years, resulting in increased apathy and loss of humor.

Project design: How will your project address the needs above?

SMART Objectives (Specific, Measureable, Achievable, Relevant and Time-sensitive).

By the end of year one, 50% of zip-liners will smile at least 3 times a day (up from 1.5 times daily).

Activities: Steps we must take to reach our stated objectives.

*Hire company to design and install safe, structurally sound zip-line crossing over Colonial Avenue.

Outcomes/deliverables: The results of our activities.

A zip-line that connects both sides of campus.

Project budget: What will it cost to achieve the objectives? Categories might include:

- Salaries/wages/fringe benefits
- Equipment (usually $5,000 or more)
- Travel / Professional Development
- Materials / Supplies
- Marketing/Outreach
- Program evaluation

Management plan: Who is going to make this happen? Start listing your action plan:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Responsible party</th>
<th>Deadline</th>
<th>Outputs/Deliverables</th>
<th>Outcomes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Survey possible zip-line locations</td>
<td>Project director</td>
<td>3rd month of grant</td>
<td>Report from Facilities &amp; zip-line company</td>
<td>Project team chooses zip-line location</td>
</tr>
</tbody>
</table>

Sustainability: How will your program keep running after the grant funding has ended?

The zip-line will be operated by students in outdoor entrepreneurship course and maintained through ticket sales.

Evaluation: How will you measure whether or not you are meeting your objectives?

Third-party evaluator will follow students to count # of smiles per day and will give quarterly interviews for mood analysis with a final analysis of zip-line operation, students’ apathy rate and # of smiles at the end of the grant.

* Thanks to Lane Community College Grants Office for inspiration