



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:

Activity	Responsible party	Deadline	Outputs/Deliverables	Outcomes
<i>Survey possible zip-line locations</i>	<i>Project director</i>	<i>3rd month of grant</i>	<i>Report from Facilities & zip-line company</i>	<i>Project team chooses zip-line location</i>

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*