



**Mardag Foundation**

*A family legacy. A partner for Minnesota.*

## **PROPOSAL NARRATIVE GUIDELINES**

Use the following outline as a guide to your proposal narrative.

1. Cover Letter – Introduces your organization and proposal
2. Proposal Summary – Give a 2-3 sentence summary of this request.
3. Organization Information
  - a) Brief summary of organization history, including date your organization was established.
  - b) Brief summary of organization mission and goals.
  - c) Brief description of organization’s current programs or activities, including a description of the population and communities served, any service statistics, and strengths or accomplishments.
  - d) Your organization’s relationship with other organizations working with similar missions. What is your organization’s role relative to these organizations?
  - e) Number of board members, full-time paid staff, part-time paid staff, and volunteers.
4. Proposed Project or Program Description
  - a) Situation
    - i) The opportunity, challenges, issue or need and the community that your proposal addresses.
    - ii) How the focus was determined and who was involved in that decision-making process.
  - b) Activities
    - i) Overall goal(s) regarding the situation described above.
    - ii) Objectives or ways in which you will meet the goal(s).
    - iii) Specific activities for which you are seeking funds.
    - iv) Who will carry out these activities and what are their qualifications relevant to this project or program.
    - v) Time frame in which this will take place.
    - vi) How the proposed activities will benefit the community in which they will occur, being as clear as you can about the impact you expect to have.
    - vii) Your criteria for success. What will happen as a result of your activities including both immediate and long-term effects?
    - viii) Long-term funding strategies (if applicable) for sustaining this effort.
5. Foundation Priority Focus Areas  
Describe how the project or program for which a grant is requested addresses one or more of the Mardag Foundation’s priority focus areas as listed in the “Guidelines for Grants.”
6. Project or Program Budget  
Present a reasonably detailed project or program budget that shows both sources of income and expense items. Attach a budget narrative explaining your numbers. You may use the attached Project or Program Budget format if you choose.
7. Project or Program Financial Support  
Provide a list of approved, pending or denied requests for financial support for the project or program, including the amount received to date for this purpose.