



NATIONAL PARK
FOUNDATION

Proposal Case Studies for Small Parks , Jan. 18, 2012



Objectives

- Provide useful information for staff of small parks
- Understand NPF granting process, priorities and role of proposal
- Provide case studies that demonstrate “effective” and “ineffective” proposals
- Q and A



About NPF

- Restricted Funds: Have specific purposes for specific parks.
- Unrestricted Funds: Includes Grants and Programs
 - ▣ Money is raised every single year, so dollars vary from year to year.
 - ▣ No federal appropriations.
 - ▣ Subject to the economy and fundraising environment.



NPF Grants & Programs

NPF Grants

- Impact Grants
- Active Trails
- America's Best Idea
- Park Stewards
- Transportation Scholars
- Parks Climate Challenge

NPF Impact

- Make a clear difference
- Support Innovation
- Support NPS goals
- Leverage Dollars
- Sustainable beyond grant cycle



EX- Impact Grants Criteria 2011

Grants are rated on a point system by a committee comprised of NPS, NPF and donors.

- ▣ Project Goals and Outcomes
- ▣ Critical Need OR Innovation
- ▣ Budget
- ▣ Program Impact – Sustainability

Grants are prioritized by total points awarded.

Park region, size and type are also deciding factors.



EX - Proposal Components

- Abstract – Umbrella statement of your proposal
- Project Description: Basics of how the project will be implemented and evaluated 500 words.
- Criteria: Details on how the project meet additional NPF criteria.
- Budget: financial description of the project (include any notes).
- Project Timeline
- Partner Description
- Letters of Support



Proposal- Setting the Stage

- ❑ Assume nothing!
- ❑ Title that describes the project
- ❑ Evocative and detailed project description
“paint the picture”
- ❑ Need for the project **“why it matters”**
- ❑ Reasonable budget – based on **actual costs**
- ❑ Clear expectation of impact; **“the difference made”**
- ❑ **Answer -- not raise -- questions**



Review Two Case Studies

- **Answer the questions - Don't introduce questions**
- What is the project?
 - ▣ Description – Why it matters to the park
 - ▣ Cost
- Where will the project happen?
 - ▣ Paint the picture
- Who will do the project?
 - ▣ NPS role
 - ▣ Target audience
 - ▣ Partners
- How will the project get done?
 - ▣ Tactics
- When will the project happen?
 - ▣ Timeline



Good Abstract

This grant will purchase materials and supplies to establish a children's garden at ABC Park. The garden will teach urban youth how to grow produce in a sustainable manner and about the nutritional value of eating fresh produce. The children's garden will be a joint venture between the staff of ABC Park, the Gardeners Club, the Boys and Girls Club, and the Girl Scouts of America.



Weak Abstract

Park Partner and the Park will implement a **project** to engage underserved youth with nature and create our next generation of stewards through hands-on volunteer projects. **A volunteer coordinator will identify and coordinate** volunteer projects suitable for **youth organizations, along with higher education and corporate groups** that are aligned with NPS's overall goals. Friends will **build the capacity** of volunteer groups, **increase the number** of volunteers/volunteer hours and provide innovative social media recruiting and promotional tools that engage youth long-term and provide project sustainability.



The Weak: Now Improved!

Park Partner and the Park will bring current partner volunteer programs to the next level by creating a coordinated network of service learning projects that will 1. Engage underserved youth with nature through service; 2. Significantly increase the hours and impact of all volunteers efforts and 3. Educate park partners on the skills needed to build stronger volunteer network and effective service learning programs. The grant will support a volunteer coordinator who will engage identified park partners in creating and managing sustainable volunteer and service learning programs.



Key Takeaways

- Don't assume anything.
- Paint the picture.
- Anticipate and answer questions.
- Stay away from jargon.
- Spell check! (Ask someone else to read it through.)



Resources

Foundation Center: Proposal Writing Short Course

- ▣ <http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>

How to Write Grant Proposals

- ▣ <http://nonprofit.about.com/od/foundationfundinggrants/tp/grantproposalhub.htm>

Hired Gun Writing

- ▣ <http://www.content-professionals.com/How-to-Write-a-Grant-Proposal.php>



Q and A

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ABOUT NPF

The National Park Foundation, in partnership with the National Park Service, enriches America's national parks and programs through private support, safeguarding our heritage and inspiring generations of national park enthusiasts.

