

## Project Proposal

# LEADERSHIP ACADEMY: People 50+ Leading the Way to Civic Engagement

NOTE: Please adhere to the page limits listed below. Any nonprofits proposal that exceeds the page limit for each section will not be considered. All proposals must follow the format used below.

### I. Executive Summary (1 page)

Your executive summary should summarize all of the key information and make an argument for the importance of your project. Introduce your proposal and present a clear, concise summary of the proposed project, including: the purpose of the project, the seriousness of the need/problem the project will address and any details about the project that the CoA Leadership Academy Make a Big Difference Team (MBDT) need to know to be successful in completing your project. The executive summary should include:

- A name or title for the proposed project
- A statement of the importance of the problem
- How your proposed project addresses the problem
- How the completion of the project will contribute to your organization's ability to achieve your agency's mission

### II. Narrative (5 – 8 pages)

#### a) Problem statement (1 page)

Address the specific situation, opportunity, problem, issue and need. Your problem statement should clearly demonstrate the existence of the problem your project is addressing, and include the following:

- Definition of the problem to be addressed
- Description of the group(s) or target population most affected by the problem

#### b) Program goals, objectives, methods (1 page)

Describe the desired outcome of the project in measurable terms if possible, including the project's goal and specific ways in which you would like the goal of the proposed project to be accomplished.

The proposed project goal should include:

- One goal for each problem, need or issue in the problem statement
- Performance – the activities that will occur within a 6 week time frame
- Accomplishment – the tangible result/outcome



**c) Methodology (3 – 4 pages)**

Describe the process to be used to achieve the proposed projects outcome/accomplishment in conjunction with the MBDT; actions that will accomplish your goal in conjunction with the MBDT; impact of the proposed activities and how they will benefit the community; creation of the proposed project that can successfully be completed in a 6 week time frame; and strategies for sustainability. The methodology should include:

- A clear description and explanation of the project scope and activities
- Any timeline of activities for the proposed project that does not exceed 6 weeks
- Clear identification of resources available to the MBDT such as staffing, equipment, facility needs, etc.

**d) Evaluation (1 – 2 pages)**

Describe the following:

- Expected deliverables/results/achievements accomplished during the proposed project
- How success will be defined and measured
- Who will be involved in evaluating the success of the proposed project
- Any plans for the use of and/or dissemination of the proposed projects results.

Evaluations should include a plan for evaluating the accomplishment of the proposed project at the end of 6 weeks.



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