UNT Office of Corporate and Foundation Relations
University of North Texas • 1155 Union Circle #311250 Denton Texas 76203-5017
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NARRATIVE COMPONENTS

Executive Summary: For longer proposals (5+ pages), a 1-page abstract of the proposal is necessary. This condensed version of your proposal is sometimes the only content that foundation board members will read. Content should include:

- Provide a brief overview of the organization.
- State the specific purpose of the grant/overview of critical need statement.
- Why is UNT and/or your college/department is the best qualified (regionally, statewide, nationally or internationally) to take on the program/research initiative?
- State your anticipated end results/overview of goals and objectives.
- Provide the total program budget and requested amount.

Organizational Background:

- State the UNT mission.
- Include a brief history of UNT (see facts.unt.edu).
- Include the mission of UNT Foundation: The mission of the UNT Foundation, Inc. is to serve the programs, research and initiatives of the University.
- Include 3-5 UNT accolades.
- State the mission (and possibly brief history) of your College/Department/Program.

Critical Need:

- What is the need to be addressed?
  - Substantiate the need with evidence.
  - Use facts/figures. Cite your information.
  - Think externally. The need is not your specific financial need. Rather, the need is the problem that necessitates your program/research (ex: prevalence of disease; widespread poverty; cultural gap in the arts community, etc).
- How does this connect to the foundation’s mission?
- Your need should focus on the community served – not the need of the organization.
- Your statement of need should be easily-digestible.
- Is the need unique? Be sure there’s not already another university in the region/state working on this same exact project.

Goals and Objectives:

- Goal = A focus of accomplishment supported by a series of objectives needed to realize it. A broadly-stated subsidiary result.
  - EXAMPLE: The goal of the XYZ research initiative is to transform prevention, diagnosis and treatment of ___________.
- Objective = A significant step toward a goal; or a precise, measurable, time-phased result.
  - Narrower than goals
  - MUST be quantifiable
  - Specifies the result of an activity
  - Clearly identify the target audience/community served
MUST be realistic – able to be accomplished in specified timeframe

Ask yourself five questions to develop objectives:

- What is/are the key area(s) your organization is seeking to change?
- What segment of the population will be involved in the change?
- What is the direction of the change (an increase or improvement, or a decrease or reduction) your organization will be looking for?
- What is the degree/amount of change your organization will be looking for?
- What is the deadline for reaching that degree of change?

EXAMPLE: To meet this goal, our objectives include:

- Objective 1: By August 2018, we will identify ## medicines containing ______ that can be used to target the ______ that causes the disease.
- Objective 2: By December 2018, we will test ## medicines using __________.

Methods (Program Activities): Systematically walk grant makers through the activities your organization proposes to carry out in order to accomplish the stated objectives.

- Spell out the methods used and provide reasons for choosing those methods.
  - Proven methods: Provide research detailing previous success.
  - Untested methods: Use data that supports your assertion that these methods might prove successful.
- Are these methods already in place at your organization? Are they being “redeployed?” Or are they new?
  - Answer the following questions to develop this section:
    - What are the elements that are inflexible (such as date of completion, dollars available, staffing needed)?
    - What activities need to be carried out in order to meet the objectives?
    - What are the starting and ending dates of these activities?
    - Who has responsibility for completing each activity?
    - How will participants be selected?
    - How was this methodology determined to be the best one to solve the problem presented? Does it build on models already in existence or is it a different approach? If it is different, why is it different? And why did your organization select it?
- Methods should be realistic and be able to be completed in the stated time frame with the available resources.

Community Served (if applicable):

- Describe the characteristics of the community you’re serving.
- How/why were these people selected?
- Possible demographics include:
  - Ethnicity/race
  - Geographic location
  - Socioeconomic status
  - Gender
  - Orientation
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Grant Application

- Religion
- Age
- Disabilities
- Etc.

Personnel Involved:

- Include bios of faculty, staff, researchers (and potentially students, alumni and/or volunteers).
- Include bios should make the case for “why UNT and these people are the best for this project” (certifications, specializations, big awards, years of service, etc.).

Why UNT?: Expand upon the personnel bios above as to why UNT and/or your college/department/program is the best qualified to drive this research/program.

- Are we the top supplier of career-ready graduates in a certain field that serve the Dallas-Fort Worth region?
- Are we the top-ranked program in the region/state/nation?
- Are there any impressive rankings/accolades that speak to the quality of the program/department/college?
- Does UNT have essential facilities or other unique characteristics that other universities in the area do not have?
- Are there any corporate/community partnerships that aid the program/college?
- Do not assume that we are the largest/best – make sure you do your research when coming up with these facts; look at other school websites, etc.

Timeline: Your timeline should fit the grant request timeframe and should outline your methods/program activities component. Alternatively, the methods/program activities component could be organized in a timeline fashion.

Evaluation: This is necessary to determine the impact, effectiveness and efficiency of a program and will reveal what did and did not work.

- Address how the organization will use evaluation to plan for its future.
- Many foundations allow organizations to designate 5-10% of a program budget for evaluation.
- Evaluation seeks to accomplish six primary purposes:
  - Find out if the hypothesis was correct – Did what the organization originally proposed actually do what the organization expected it would?
  - Determine if the methods specified were indeed used and the objectives met
  - Determine if an impact was made on the need identified
  - Obtain feedback from clients/constituents served and other members of the community
  - Maintain some control over the project
  - Make midcourse corrections to increase the program’s chances of success
- To help develop the evaluation component, answer the following questions:
  - What is the purpose of your college’s/department’s/program’s evaluation?
  - How will the findings be used?
  - What will you know after the evaluation that you do not know now?
What will you do after the evaluation that you cannot do now because of lack of information?
How will the lives of the people or community you serve be better?

**QUANTITATIVE METHODS:** These are used to quantify data using averages, means, percentiles, etc. They help to determine a possible cause-and-effect relationship in the program or compare two different methods seeking to achieve the same outcome. They can also be used to establish numerical baselines for future evaluation.

**QUALITATIVE METHODS:** These are based on direct contact with the people involved (interviews, observation, review of selected documents).

**Sustainability:** This describes how the program will be funded beyond the scope of the funding request. Most funders want to know that the program/research will not end when the gift timeframe ends (and it will end – funders rarely want to fully sustain programs/projects).

- Will UNT and/or your college/department continue funding the project once established by the foundation’s gift?
- Capital/Equipment Proposals: Costs for operating new equipment, maintaining new building, and/or increasing services – how will these things be funded?
- Capacity-building: How will the organization support the capacity it has grown?
- Continuation grants from foundations/corporations: Though not many foundations/corporations are interested in sustaining programs/research (versus new or expanding programs/research), do you have prospects that might fund its continuation (Annual campaigns, fees for service, sale of items/activities)?
- Also consider the sustainability of non-financial resources (sustaining current thought leaderships, recruiting new thought leadership, volunteer support, in-kind support; etc.).

**REFERENCES:**