

Evaluation Form for MM&G Template
Letter Proposal Guidelines from “Proposal Planning & Writing” by Miner, Miner & Griffith

Proposal Title _____ Date _____

			Rating
I. Summary – Reason for Writing			
1. Includes [identification] – who you are			10 pts
2. Includes [uniqueness] – brief “claim to fame”			
3. Includes [expectation] – What you want them to do			
4. Includes [request] – how much money you are requesting			
5. Includes [benefit] – what is the major outcome of the project			
II. Funder Appeal – Why Are You Approaching This Funder			
1. Indicates funder’s funding pattern, based on research			15 pts
2. Identifies values the funder seems to cherish			
3. Summarizes key funding patterns that attracted you to apply			
III. Problem – Summaries Problem to Be Solved			
1. Focuses on problem or need from funder perspective, not applicant			25 pts
2. Demonstrates gap (using statistics) between “what is” and “what ought to be”			
IV. Solution – Describes Your Unique Approach or Solution to the Problem			
1. Includes the measurable outcomes that you have identified			15 pts
2. Convey confidence that you can close the gap			
3. Includes a 1-page attached activity time line			
V. Capabilities – Establishes Your Ability/Credentials to Complete the Project			
1. Establishes credibility of applying agency, idea & project director			15 pts
2. Shows your uniqueness-- prove that you can solve this problem			
VI. Budget – Asking for a Specific Amount & Describe Where \$\$ Will Go			
1. Includes a specific amount			5 pts
2. Amount requested is reasonable and based on funder’s funding pattern.			
3. Includes specific units (i.e., hours of instruction, number of students)			
4. Addresses why unit costs are high, if needed			
5. Mentions if similar proposals been sent to other sponsors			
VII. Conclusion – Closing the Deal & Request Action			
1. Avoid “We’d love to talk further. Please call if you need more info.”			10 pts
2. Identify contact person			
3. Includes signature from heavyweight			
Overall			
1. Includes signature from administrator or officer who has responsibility			5 pts
2. Proposal is interesting to read.			
3. Proposal is free of jargon.			

Total Points _____

 Reviewer Signature

Comments (Include 1-strengths, 2-areas to improve & 3-unclear sections) – Use other side if needed