



Drexel University

Corporate and Foundation Relations

CFR TOOLKIT

for Collaborative Proposal Development

1. Resources for external funding

2. Information to support proposal development

3. Proposal notification

4. Generic funding request
 - Outline
 - Detail
 - Sample



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Resources

Looking for information about foundations and non-profits? Please contact CFR or investigate some of the following sites:

Cos.com – Community of Science Resources. <http://www.cos.com/>

Council on Foundations – A membership organization of more than 2,000 grantmaking foundations and giving programs worldwide that provides leadership expertise, legal services and networking opportunities. <http://www.cof.org>

Delaware Valley Grantmakers – <http://www.dvg.org>

EnviroLink Network – A non-profit organization providing access to thousands of online environmental resources since 1991. [http:// www.envirolink.org](http://www.envirolink.org)

FindIt.org – Information on thousands of foundation and other granting organizations. <http://www.findit.org/>

Foundation Center – Offers a variety of resources, including proposal writing prospect research budgeting tips, and vital fundraising information. <http://foundationcenter.org>

GuideStar – A database of more than 40,000 American nonprofit organizations. <http://www.guidestar.org>

Npguides.org – Grant writing tips. <http://npguides.org>

Pew Charitable Trusts – <http://pewtrusts.org>

Philanthropy Journal Online – <http://www.philanthropy-journal.org>



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Preparing to Engage External Funders

2. Information

Prior to initiating the proposal process (researching funders or writing), please complete the following. This information will assist in creating the framework for a well-conceived project before beginning the process of identifying and engaging potential funders. Once this template is complete, Corporate and Foundation Relations will advance the proposal process by meeting with the Director of Development and/or appropriate faculty representatives.

- Concept (key idea, purpose, goal) _____
- Need being addressed _____
- Activities (e.g. program, research, scholarship) _____
- Target audience (characteristics, numbers participants.) _____
- Who will direct the project _____
- Potential collaborators (i.e. units within Drexel, community agencies, other institutions)

- Time frame for the program/project (start & finish, minimum time for program/project to be fully operationally effective, phases etc.) _____
- Will the program continue after external funding ceases (i.e. completes goal/end, operates at a reduced level, funded internally)? _____
- Total project budget \$ _____ Total budget request \$ _____
- Drexel or other funders contributing to effort _____
- What is the program's/project's potential to achieve a broad impact (beyond the Drexel and Philadelphia community)?

- Evaluation process: who conducts; measurements to show success

- Have appropriate dean/dept. heads been notified? (see submission notice)



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(Due two weeks prior to submission deadline)

3. CFR Proposal Notification

<u>PI</u>	<u>School/College</u>	<u>Date</u>
<u>Co-PIs</u>		
<u>Location</u>	<u>Phone</u>	<u>Email</u>
<u>Project Title</u>		

Project Purpose (Bullets only)

-

Project Measurable Outcomes (#s affected, curriculum developed, svcs. to community, etc.) (Bullets only)

-
-
-
-

Department Head/Director _____ (signature-date)

_____ email approval - see attached

Dean _____ (signature-date)

_____ email approval – see attached

FUNDING RESOURCE _____

DEADLINE _____

Received by CFR (date/contact) _____

Assigned DoD _____



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- 4. Generic funding request components. (Outline)**
(complete and send CFR notification prior to submitting to funder)

Section 1: Brief introduction to project and request for support specifying \$ amount
(1 paragraph)

Section 2: Background of the program, the associated College or School and Drexel University
(2-3 paragraphs)

Section 3: Explanation of need for support at this time
(1-2 paragraphs)

Section 4: Detailed and thorough project description
(2-4 paragraphs)

Section 5: Brief budget explanation reiterating the ask and detailing how support will be allocated
(1-2 paragraphs)

Section 6: Conclusion statement with contact information
(1 paragraph)

Section 7: Attachments



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4. Generic funding request (detail)

This generic funding request template can be referenced when the foundation or corporation does not provide specific guidelines or required content. The standard is usually 1-2 pages with attachments as needed. Be clear and concise, use content specific language, and eliminate “jargon”.

Section 1: Brief introduction to project and request for support specifying \$ amount

- State specifically why you are writing. Briefly present the project, its current goals, alignment with funder’s priorities and the amount of funding requested.
- Sample opener: “On behalf of Drexel University and the College of ____, I respectfully submit this request for \$____ in support of the XYZ Program...”

Section 2: Background of the program, the associated College or School and (when necessary) Drexel University

- Describe the history and mission of the program or organization, their reason for existence, key leadership (PI/program director), audience served etc.
- Provide background on the College/School- mission, history, distinguishing achievements, and compelling facts and figures.
- If the prospect needs an introduction to Drexel University, give a brief overview of our founding mission, progress, and strengths (technology, applied learning etc.)

Section 3: Explanation of need for support at this time

- Make the case for why there is a pressing need for this type of project/service which this program is uniquely qualified to provide.
- Explain what specifically is needed: equipment, staffing, facility etc.

Section 4: Detailed and thorough project description

- Explain precisely what the program will achieve, who will benefit and how.
- Discuss role of key players, mention any collaborations (internally or externally)
- Describe briefly the methodology, anticipated outcomes and timeline for implementation.

Section 5: Budget overview reiterating the ask and detailing how support will be allocated

- Explain the anticipated cost of implementing the project.
- Provide the \$ amount requested and what exactly that will fund (broad categories).

Section 6: Conclusion statement with contact information

- End with a succinct and compelling closing statement summarizing the case for support.
- Offer to provide more details and meet with the funder as needed.
- Provide contact information- phone and email. (Dean? faculty? other?)

Section 7: Attachments (as requested) Contact CFR for any requested supporting documentation (financials, board lists etc)



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Date
Name
Title
Address
City, ST, ZipCode

**SAMPLE GENERIC FUNDING REQUEST
(complete CFR notification prior to submitting)**

Salutation:

Since year, _____ University has been a national leader in design education. In October 2007, the University will open an interactive exhibit to encourage dialogue and participation in the community. The exhibition includes two major opportunities for local business involvement prior to its national tour in Spring 2008. Recognizing _____ Company as one of Philadelphia’s most well-known employers and community advocates, _____ University respectfully requests \$17,500 sponsorship for:

- Training for 15 teen docents selected from Philadelphia’s Charter High School of Architecture and Design (CHAD). \$7,500
- Teen Docent Training Manual to be used twice a year (winter/spring). \$10,000

_____ University recognizes that arts education has a direct impact on student achievement (*Champions of Change; National Review, 2005*).

<u>Comparisons of High Arts vs. Low Arts</u>	<u>High Arts</u>	<u>Low Arts</u>
Earning mostly A's and B's	79.2%	64.2%
Scoring in top 2 quartiles on std. tests	66.8%	42.7%
Dropping out by by grade 10	1.4%	4.8%

To address the need for increased arts education during a time of significant cutbacks in arts funding in public schools. _____ University will provide in-depth learning activities targeting inner city Philadelphia’s public school students. The first public school collaboration is with Philadelphia’s Charter High School for Architecture and Design (CHAD). CHAD (Grades 9-12) is committed to providing a rigorous curriculum for its 330 primarily black/African American inner city students. A \$17,500 philanthropic gift will provide 15 selected CHAD students with 6 hours of docent training on-site with _____ University professionals and 2 hours of tour guide experience and training manual. _____ Company will be featured prominently in materials for the project and press releases.

_____ Company is a familiar name on campus since the University uses _____ Company products in dining halls and refreshments centers. _____’s sponsorship of this outreach, pilot and model development would increase visibility on campus, in the community and beyond.

To answer questions and discuss further, I will contact your office during the next week. Thank you for your consideration of this request.

Sincerely,