

IMPROVEMENT *Burst*

Winning Proposals, Faster



what is it?

A streamlined approach to crafting compelling proposals that increase funding success without draining your time.



why it works?

Funders receive dozens (or hundreds) of proposals. Yours needs to **stand out quickly** by being clear, compelling, and aligned with funder priorities. This is true even when funders provide proposal templates that restrict what you can say and how many words you can use. This method ensures your proposals get read, understood, and funded.

Reflection: Why this matters to you ?

Before applying this approach, take a moment to reflect:

- **How did I learn to write proposals?** Am I using a structured approach or was I thrown into the deep end?

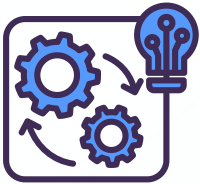
- **What challenges have I faced when writing proposals in the past?** Have I struggled with clarity, alignment, or impact?

- **What will be different now?** How can I commit to making proposals quicker and more compelling?



How to Use It Right Now ?

- 1. Start with the "Why"** – Open with a **compelling problem statement** (one sentence) that immediately connects to the funder's mission.
- 2. Make the Impact Clear** – In 2–3 bullet points, state **who benefits and what changes** because of your project.
- 3. Keep It Fundable** – Align your budget and outcomes with what the funder cares about. Use numbers sparingly but powerfully.
- 4. Follow the Formula: Problem → Solution → Why Us → Impact** – Keep sections concise, eliminating fluff.
- 5. Close Strong** – End with a clear **call to action** (e.g., "Your investment will help 500 families access stable housing—join us in making it happen.")

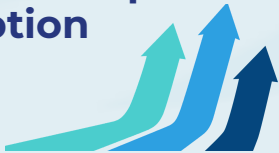


Example in Action

Instead of: *"Our organization has been serving youth for 10 years and does a lot of great work in the community."*

Try: *"Last year, 87% of youth in our program secured jobs within three months—this funding will expand that impact."*

Power-Up Option



Use **AI or a proposal template** to draft a rough version, then refine it using this method. Always **get feedback** from a colleague before submitting.

When in doubt, and if possible, **speak with the funders**. They may share how they assess proposals and give you insight to their review process.