

# STUDENT'S GUIDE

PART II



## CELEBRATE SUCCESS! REQUEST FOR PROPOSALS

IT'S TIME TO CELEBRATE YOUR SUCCESSES—AND YOU KNOW THE BEST WAY TO DO IT!

**Y**ou stayed after school to improve your work and grades in school or to do your homework. Great. You deserve recognition for your effort and achievement. But what should that recognition look like? A pizza party? Bowling? Books? Community event?

Different people have different ideas. Instead of program leaders telling students what the end-of-program event will be, this project is asking what YOU think would be good. What do YOU propose? If you had a budget of a certain amount of money, what would you do with it?

The *Celebrate Success RFP Project* gives you the chance to put out your idea, get the money for it, and do it. It is modeled on the way lots of organizations get money for their projects. Organizations respond to Requests for Proposals, or RFPs. Like them, you will write your proposal and submit it to reviewers who will decide if it's good enough to fund.

### WHAT IS AN RFP?

Non-profit organizations such as community groups, youth services, environmental groups, or arts projects need money to do their work. They get it in part from grants from philanthropic organizations. To give grants, the donor or grant-making organization often issues an RFP (Request for Proposals). The RFP document spells out what the organization will give money for, how much they will give, and what needs to be done to apply for it.

Organizations and individuals who need money for their projects look out for RFP notices. They then write proposals and send them in, hoping they'll get the grant. Usually, more people or organizations apply for money than there is money available, so applications are very competitive. Everyone tries to write the best possible proposal so they will get the grant for their project, but many are rejected.

Here are some organizations that offer grants for youth-led projects:

Youth Service America [www.ysa.org](http://www.ysa.org)

[www.youthventure.org](http://www.youthventure.org)

[www.dosomething.org/grants](http://www.dosomething.org/grants)

Search the web to find other organizations awarding grants to youth-led projects.

Maybe you and your friends will find a project that interests you. If so,...

**GO FOR IT!**



RFP documents lay out rules for applications. The proposal typically has several parts. All the rules have to be followed and all the parts presented or the application is rejected. Rules address, for example, who can apply, deadlines, and the length of the proposal. Proposals normally include an introduction, an explanation of what you are proposing, why it is important or a good idea, and a budget.

Learning to write proposals in response to an RFP is a skill. People who get good at it can get good jobs raising money for organizations by looking for and responding to RFPs and writing grant applications.

## 5 STEPS TO RFP SUCCESS

To write a successful RFP (one that is funded) you must be organized. Here are 5 basic steps to help you through the process.

<b>STEP 1</b>	<b>Read and Understand</b> The first step when you get an RFP is <b>READ IT!</b> <ul style="list-style-type: none"> <li>• Understand what it is asking for</li> <li>• Understand the rules</li> <li>• Understand the amount of the award (the amount of money you can apply for)</li> <li>• Start thinking</li> </ul>
<b>STEP 2</b>	<b>Think and Decide</b> Brainstorm ideas and possibilities Can you do it? Decide if you can get it done well by the deadline Decide if you are going to do it
<b>STEP 3</b>	<b>Plan the Work</b> Decide who will work on what Divide up the tasks Set timelines
<b>STEP 4</b>	<b>Do the Work</b> Revise and polish your ideas Be sure you can actually do what you propose and do it well Calculate and show the budget Draft the proposal Rewrite and finalize it Get it in on time
<b>STEP 5</b>	<b>Have Fun!!</b> If you're not excited by your idea, no one else will be



## RFP RULES

Each funding organization has its own set of rules that must be followed when completing the RFP. Here are our rules:

### 1. WHO MAY APPLY?

- Students participating in the program
- The proposal **MUST** be completely student-prepared.

### 2. DEADLINE

Proposals must be submitted to \_\_\_\_\_  
(name and contact of Reviewer)

\_\_\_\_\_  
\_\_\_\_\_  
(address)

NO LATER THAN \_\_\_\_\_ at \_\_\_\_\_ o'clock.  
(date) (time)

### 3. LENGTH

- The proposal may be **NO MORE** than four pages (not including cover or budget pages) and **NO LESS THAN** two pages (500 words).
- Budget may be no more than two additional pages.

### 4. BUDGET (total amount of money to fund the proposal)

- The total dollar amount you may apply for is based on the average daily attendance of the group.
- Calculate average daily attendance between Session 3 and Session 13 (or other time period specified).
- The maximum amount to be awarded is equal to average daily attendance times \$\_\_\_\_\_ (to be supplied by program leader).



## RFP RULES

### Example (using average daily attendance times \$10)

If the average daily attendance over the time period = 15 students, the maximum amount you may apply for is 15 times \$10, or \$150.

If the average daily attendance is 12, the maximum you can apply for is \$120.

- Include the Budget Narrative and the Budget Calculations.
- In the Budget Calculations, you MUST show HOW you calculated the amount you are asking for. You must present your daily attendance and explain how you arrived at the average daily attendance figure.
- You must present an itemized budget, showing anticipated expenditures for each category of cost. For example:
  - Travel
  - Food
  - Beverages
  - Materials, Supplies
  - Copies
  - Donations
  - Other

## 5. COMBINATIONS

You may combine with another group or class to share work and the recognition event, award, or activity. The amount of your budget will be the average daily attendance of your classes combined, times \$ \_\_\_\_\_. Joining forces can greatly benefit smaller classes.



# PARTS OF THE PROPOSAL

An organized proposal is the key to receiving funding. The proposal must be easy to read and follow. It must be logical and complete. It must show that you have thought it through and have an action plan.

When writing your proposal be sure to include all 5 parts.

## 1. COVER PAGE

- Title, date
- School, class, or program name
- Names of proposal writers
- Program leader or teacher to contact
- Phone for contact

## 2. INTRODUCTION

The introduction provides a brief summary look at who, what, when, where, and why.

- Who is making the proposal?
- What do you propose to do? When? Where?
- Why? (for example, recognizing achievement)

## 3. EXPLANATION

This is the body of the proposal, where you explain the idea more fully. Address at least the following:

- What do you want to do, when, and where?
- Who will participate?
- How many participants do you expect?
- How did you decide who will participate?
- Why is this a good idea?
- Why should you be given the money to do it?
- Who supports the idea?
- What do you think counts as 'achievement' or 'success' in this program?



## PARTS OF THE PROPOSAL

### 4. ACTION PLAN

This part shows the work to be done to implement the idea.

- What needs to be done to make this happen?
- Who will do what to make it happen?
- What is your timeline?

### 5. BUDGET

There are two parts to the budget. One is a 'budget narrative'. This explains in words some of the budget issues. The second part is the budget calculation that shows in dollars how you will spend the money.

#### Budget Narrative

- What is the total amount of your request?
- How did you arrive at this amount?
- Who will be in charge of the money?
- What will happen if there is money left over?
- What will happen if there isn't enough money?
- How will you make sure you stick to the budget?
- How will you show how the money was actually spent?

#### Budget Calculation

- Show calculation of total budget amount.
- Show detail of how you will spend the money. You must present an itemized budget, showing anticipated expenditures for each category of cost. For example:
  - Travel
  - Food
  - Beverages
  - Materials, Supplies
    - Copies
    - Donations
    - Other

### 6. OTHER (OPTIONAL)



# JUDGMENT CRITERIA

The proposal will be judged by looking at the following:

## 1. DOES IT FOLLOW THE RULES?

- Is it written by participants (not program leaders)?
- Are all parts included?
- Does it fit the length limits?
- Was it submitted on time?

## 2. IS IT A GOOD PROPOSAL?

- Is it fair?
- Is it the idea of a large group or a small number of participants?
- Is the idea supported by the whole group?
- Does the proposal explain why the idea is a good one?
- Does the proposal explain who will participate and why?
- Does the proposal explain what counts as 'achievement' or 'success' in the program?

## 3. IS IT DOABLE?

- Does the action plan show that the activity or event can be done in the time available?
- Does the idea match with the budget?
- Is it realistic? If not, can the project be changed?

## 4. IS THE BUDGET CORRECT?

- Does the Budget Narrative explain how the money will be handled?
- Does the Budget Calculation show how the total amount was determined?
- Is the average daily attendance explanation correct?
- Are the calculations correct?

