Creating an Outstanding Proposal: Narrative
Purpose: Idea → Proposal

- Pre-Application
- What Makes a Competitive Project?
- Review Criteria
- Why Proposals Are Not Funded
- Sample Project
Pre-Application

Parts of the application:

• Project narrative
• Support materials (optional)
• Project budget
• Organization info – budget, FTEs, UEI, financial materials….
What you need to know

• Who is the project for? How are they involved?
• What is the problem or need being addressed?
• Why your organization?
• What will you have at the end?
• What does success look like?
What Makes a Competitive Project?

• Follows guidelines
• Matches funding priorities
• Clear project description – the “what”
• Value to audience – the “why” part 1
• Value to organization – the “why” part 2
Why are you doing THIS?

Why are YOU doing this?
Review Criteria

- Project Plan and Outcomes
- Humanities Content and Project Team
- Audience and Outreach
- Budget and Capacity
Project Plan and Outcomes

- Incubation v. Action
- Realistic and well-conceived plan
- Clear timeline and deliverables
- Assessment
Humanities Content and Project Team

• Centers humanities topics and practices.
• Pursues complex questions and ideas.
• Active learning and engagement.
• Well-rounded, experienced project team.
Audience and Outreach

- Clearly identified, specific audience(s).
- Co-designed with audience.
- Underrepresented or marginalized people.
- Untold stories.
- Clear strategies for connection.
Budget and Capacity

- Budget matches narrative.
- Project makes sense for organization.
- More in part 2 of this workshop!
Why Proposals Are Not Funded

- Lacks humanities focus.
- Project plan is unclear or vague.
- No defined audience and/or lacks public focus.
- Does not involve the audience.
- Does not match NJCH funding priorities.
Sample Project

Roebling Museum

To Be Good Neighbors
The community urged us to preserve a house across from the museum, an authentic example of 20\textsuperscript{th} century industrial immigrant workforce housing within a company town. Now that we own it, how might we use this opportunity to create connection and growth in our community?
To Be Good Neighbors: Project Plan

- Research community engagement practices
- Develop community engagement strategy
- Community outreach
- Synthesize findings
- Create plan
Reminders

• Draft review: submit by Oct 11
• Grant Consultation
• Deadline: October 17 at 11:59pm
• Notification: by December 31