



writing for *green*

Structuring the Narrative

Today's Objectives

By the end of the session, participants will

- **Develop or improve their approach to structuring a narrative**
- **Be able to create a detailed outline that is in alignment with their RFA.**

Today's Agenda



The 'crux' of our example RFA - What are they trying to achieve?



Primary Components of a Proposal



Individual Exercise and Discussion: Make a Detailed Proposal Outline!

What does the funder want to know?

If *you* had a \$1m to give away, how would you decide who to give it to?

- What criteria would you use?
- What would you want to know?

- Who is going to benefit
- Who are you partnering with? Are you maximizing capacity for greater impact?
- Trackrecord/ previous record of managing large grants/ results
- Sustainability - after grant is done
- What are you going to do?
- What outcomes are you going to achieve?
- History of working with community - are you a carpetbagger - do they have credibility?
- Regarding community forestry - have you helped CREATE sustainability projects?
- Budget narrative - how will the money be used?!
- Staffing requirements - connects with budget - do they have staff? Need to add, etc.
- Do any parts of the project need to be outsourced/ role of partners

Standard Proposal Outline

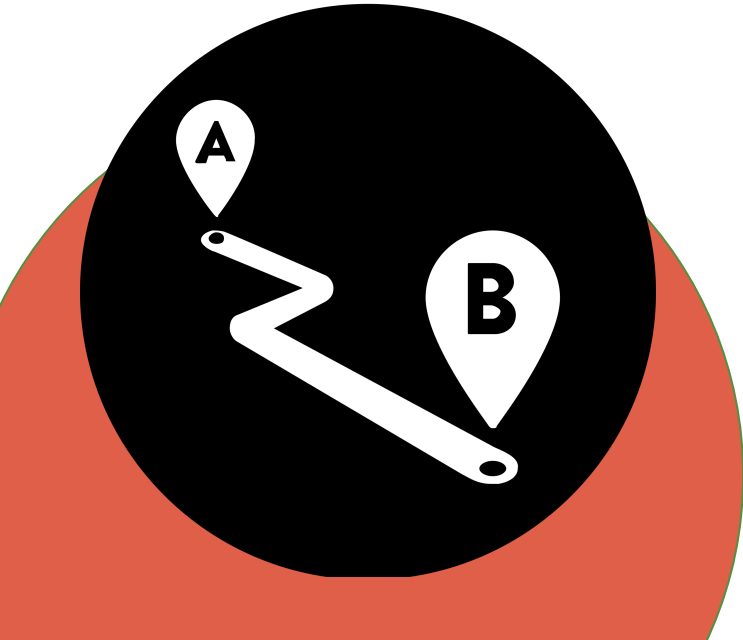
What standard sections do you expect to see in a proposal?

- Budget
- Budget Narrative
- Evaluation Plan
- Project description/ work plan
-

Standard Proposal Outline

- Statement of Need/ Description of Problem
- Target Demographic
- Organizational Background & Capacity
- Goals & Objectives
- Implementation Plan/ Activities
- Evaluation Plan
- Timeline
- Budget & Budget Narrative

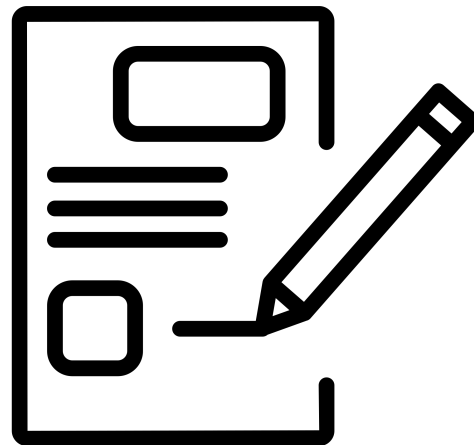
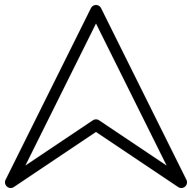
[Sample of Outline](#)



Create Your Own Outline!

Looking through your RFA, create an outline for your narrative that includes details on what content needs to be included for each section.

[Access RFA](#)



What was unique/ different about this NOFO?

Did you see all the elements that you would expect? Anything missing? Anything new/ unexpected?

What we included in our outline

- Title
- Who we are - geography
- What we are going to do and how
- Community/needs assessment (describe for waiver) - geography
- Method and timeline
- Organizational capacity
- Evaluation Plan
- Communications Plan
- Partnership
- Matching

Outline Reference

[RFA Sample Outline](#)

Use RFA headings and/ or evaluation headings.

Using subheadings to ensure your key details are covered. Start with their exact wording and add annotations.

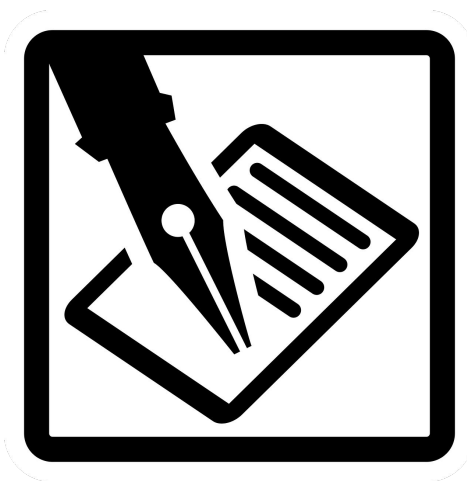
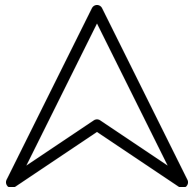
Look at evaluation criteria for cues

What to Expect Next!

Session Assignment: Continue reading the [RFA](#) and take notes!

Thank you for joining us today! Before moving onto the next session, let us know what you enjoyed about today and what we can improve for the future.

Exit Ticket



Session Handouts:

- [RFA Sample Outline](#)
- [Generic Sample Outline](#)
- [RFA](#)

