

A Guide to Writing Good Proposals

Your Project Proposal is the Core of Your Grant Application:

- It clearly states what you hope to accomplish. Be specific.
- It explains why these objectives are important to your academic or artistic field.
- It outlines how you intend to achieve your objectives.
- It demonstrates your commitment and a clear plan for success.
- It gives a clear and realistic estimate for costs/expenses (materials, equipment, travel, etc.), and explains how the requested fund will be used.
- It is well-organized, free of errors, and flows logically.

When describing your work/proposal, start with Who, What, Where, When, Why, and How:

- **Who:** Who are you? What is your background, experience, and artistic style? Who will be involved in the project?
- **What:** What is the main goal or focus of your project/proposal?
- **Where:** Where will the project take place? Where will the work be exhibited, performed, or published?
- **When:** What is the timeline for the project? When will it begin and end? Are there specific dates or deadlines you need to meet? What is the timeline for the project?
- **Why:** Why is this project important to you, to your academic, or artistic development? Why is it important to make or invest in this project now?
- **How:** What steps will you take to make the project happen? What will you need to make the project happen? How will you get the things you need? How will you engage with your audience or community?

Additional Question to Consider:

- How does this project build on your past work? Or how is this a departure from your current work and why is it important to your career?

Additional Resources:

[Grants and Funding](#)
[10 Tips for Effective Grant Writing in the Arts](#)
[Writing a Project Proposal](#)

