

LOI Outline

Purpose: To introduce the organization and program/project to prospective funders in a brief proposal in a format usually outlined by the funder. This is often your best opportunity to engage with a funder and determines if you are invited to submit a full proposal or get funded.

1. Introduction
 - a. Name of organization
 - b. Program/project description
 - c. Amount of money requested
 - d. The funding priority that the program/project fits into. Make the connection between the funder's priorities and the program/project
2. Organization Description
 - a. Explain what the organization does/Mission Statement
 - b. Brief history of the organization
3. Statement of Need
 - a. Description of program/project
 - b. Purpose of the program/project
 - c. Who is served/geographic area

4. Methodology - Describe how the program will alleviate the need
 - a. Objective; what do you want to achieve
 - b. Major activities
 - c. How will success be measured and evaluated
 - d. Partnerships with other organizations (if applicable)

5. Summary
 - a. Restate intent of program/project
 - b. Ask for permission to submit a full proposal
 - c. Thank funder for consideration
 - d. Provide organization contact name, phone and email

6. Attachments – only include attachments that are specifically requested