



# NSSF Hunting Heritage Trust Grant Program

## Grant Proposal Outline

Grant proposals **must** be prepared in the following format and must fully address **all** of the sections below. Applicants shall limit the executive summary to one page and the narrative portion of their proposals to three pages or less. To assist you in formulating your proposal, included below are special considerations.

### **Executive Summary:**

**Title:** A short descriptive name of the proposed project.

**Applicant's Name & Contact Information:** Identify the name of the party applying for the grant. Also, please identify one individual in applicant's organization to whom all correspondence regarding this grant should be sent. **Please include name, title, address, telephone and fax numbers and e-mail address.**

**Funding Requested:** Total request of funds.

**Objective:** Provide a concise statement of the purpose(s) of the project in quantified and measurable terms.

**Summary Statement:** A 400-word or less summary describing how and why the expected results of the project will meet the purpose of the R3 Partnership Grant Program through the non-governmental organization's methodologies and evaluation.

### **Narrative:**

1. **Title:** Use the same title listed in the Executive Summary; a short descriptive name of the proposed project.
2. **Mission, goals and objectives:** The proposal should clearly state a defined mission, goals and objectives related to emphasizing and supporting initiatives to provide shooting sports opportunities and hunting opportunities with focusing on increasing non-traditional participants. Your program also should reflect goals set by your organization.
  - a. Mission:** Why is this program in existence or why should it be created? What is it trying to do? A mission statement offers broad explanation about what this program should contribute.
  - b. Goals:** Why are you doing this program? Goals define how the program will help achieve the broader mission.
  - c. Objectives:** What specifically do you want to accomplish? Objectives must be measurable, and generally - although not always - set up on a relatively short time frame.



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3. **Approach:** Describe the process to be followed to meet project objectives including:
  - a. A description of techniques and methods to be used;
  - b. A description of how the applicant will monitor project progress; and
  - c. A description of how the applicant will measure project progress in achieving objectives.
  
4. **Project Time Schedule:**
  - a. Identify key milestones of the project and provide the dates that they will be achieved during each quarter of the Grant Program. Remember that all projects must be completed by March 18, 2020.
  
5. **Evaluation component to measure effectiveness:** Your evaluation should include the following considerations, when possible. Evaluations should:
  - a. Be based on program goals and objectives (Don't measure outputs or outcomes that you were not specifically trying to achieve.);
  - b. Identify simple program outputs such as numbers of participants and feedback;
  - c. Investigate program's learning outcomes (behavior changes, etc.) where appropriate;
  - d. Encourage use of multiple and varied assessment methods whenever possible (The more ways you can look at something the more comprehensive your evaluation will be.);
  - e. Consider the evaluation in initial planning stages as a key project component, not tacked on at the end as an afterthought.
  
6. **Outline budget needs, resources, support, and staffing:** As you plan your effort, you should outline all core elements of your project and ensure that it has adequate support, as well as, resources and staffing to achieve your goals.
  - a. A budget should identify all the variables you need to cover. Look at what is feasible to cover over the life of the project. This will help avoid planning a project that takes more staff and resources than your organization can fund. Include an itemized budget showing cost justifications where necessary. "Matching" funds or "cost-share" funds are encouraged to include in your itemized budgets. Having funds to put towards this new initiative is an integral part of long-term planning versus a short-term, one-year project. Grant funds shall not be used for any unrelated, unnecessary or indirect expenses (e.g. salaries, overhead, office supplies, etc.) NSSF and the Hunting Heritage Trust shall have final approval of all submitted budgets. If you have any questions about your budgets, please ask.



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- b. If funds are used toward the purchase of equipment and/or supplies for hunting and shooting sports activities, please purchase from a NSSF Member Retailer. A complete listing of NSSF Member Retailers can be viewed at [www.nssf.org/wheretobuy](http://www.nssf.org/wheretobuy).
  - c. If you plan on using any outside consultants, list all outside help with associated cost.
  - d. Integrate with similar, ongoing efforts, whenever possible. Integrating your new project with similar, ongoing efforts ensures that opportunities for and effects on participants are frequent and sustainable over time.
7. **Outline involvement of stakeholders whenever possible:** Partners and stakeholders can be key to program development, from initial planning to evaluation. Use them whenever possible. Successful programs bring a coalition of stakeholders together to design, implement and evaluate a program that meets their mutual needs. Stakeholders have some interest in the program being developed. They care about the program and are willing to commit to it.

**\*\*Diverse stakeholders lend a variety of perspectives to the program, helping shape the focus and audience for maximum benefit. Their participation also helps achieve buy-in early in the process, so the program is more likely to be used. During evaluation, stakeholders can offer input about what information to gather, how to gather it, and how to share it with important audiences.**