



Content Checklist for a Proposal

1. Guidelines

If you're communicating with a community organization, ask yourself: do they have guidelines or criteria that I need to follow to get their attention?

2. Timing

Is there a deadline? How far in advance do people need to know about this?

3. Content

Be sure to include:

- Who you are, what you want to do, and why the proposed project is important to you?
 - Example: Many of the aging in place groups in our community spend time thinking about and writing visions and mission statements for their group before they start actioning or hosting events. A couple of key sentences from this vision and mission could be pulled into your communications initiatives.
- How will it work?
- How many people will be involved?
- Where will it take place?
- Who will oversee it?
- What difference will it make to you, and to other people in your building and/or community?

4. Budget

How much will it cost? Include \$\$ expenses, volunteer time, and any in-kind contributions.

- Examples: You may want to ask a grocery store to donate some food or a gift card for your raffle, or a condo board or community centre might offer their space for your use for free.

5. Impact

How will you know whether your project or event is a success?

6. Ripple Effect

What ripple effects could it potentially have? if it works out as planned or even if it falls short of expectations – say how it will contribute to raising awareness, help people to move toward aging in place in a healthy way.

7. Further Information

Contact name(s) and email, telephone #s for further information