

# [ORGANIZATION NAME]

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## Funding Plan for [Project Name]

[Date]

### **Five Important Tips Before You Start!**

1. The funding plan should tell a compelling story about your watershed project funding needs, explaining who, what when, where, how and why.
2. Your funding plan should be focused and clear. It's not about the number of pages or style of the cover.
3. The funding plan should define specific funding objectives and goals with general parameters to guide the organization.
4. Writing a funding plan should force logic and discipline into an effort to secure funding.
5. A good funding plan is a dynamic, living document. It should be updated regularly as efforts proceed.

[Address]  
[City, State, Zip]  
[Phone Number]  
[Email Address]  
[Web Address]

## Executive Summary

|   |   |
|---|---|
| This section should:                            | <ul style="list-style-type: none"><li>• Be written last</li><li>• Provide an enthusiastic snapshot of your organization, explaining who you are, what you do and why</li><li>• Be less than 2 pages</li></ul> |
| After reviewing this section the reader should: | <ul style="list-style-type: none"><li>• Want to learn more about your project needs</li><li>• Have a basic understanding about your responsibilities and current work.</li></ul>                              |

## Project Description & Vision

|  |   |
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| This section should include:                         | <ul style="list-style-type: none"><li>• Mission statement (project/activity)</li><li>• Vision (statement about the desire to achieve future organizational successes)</li><li>• Organization goals and objectives</li><li>• Brief history of the sponsor organization</li><li>• List of key operating principals (efficiency, quality, accountability. etc)</li></ul> |
| After reviewing this section the reader should know: | <ul style="list-style-type: none"><li>• Who the watershed sponsor/organization is and what it stands for</li><li>• Your perception of growth &amp; potential</li><li>• Specific goals and objectives of the organization</li><li>• Background information about the organization</li></ul>  |

## Definition of the Targeted Project

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| This section should:                                 | <ul style="list-style-type: none"><li>• Describe your watershed project work and its importance</li><li>• Define the critical needs of your proposed project activity</li><li>• Identify your target project</li></ul>  |
| After reviewing this section the reader should know: | <ul style="list-style-type: none"><li>• Basic information about the watershed project setting you operate in and the needs you are fulfilling and need to fill</li><li>• The scope and scale of your project responsibilities as well as who your customers are</li></ul> |

## Description of Needs

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| This section should:                                 | <ul style="list-style-type: none"><li>• Specifically describe all of your critical watershed project sponsor responsibilities and actions</li><li>• Explain how your needs are unique and beneficial to the public</li><li>• If applicable, reference a picture or brochure of your project/products; which would be included in the plan's appendix</li></ul> |
| After reviewing this section the reader should know: | <ul style="list-style-type: none"><li>• Why you are in the watershed project business</li><li>• What your products and services are and how they benefit the public</li><li>• How and why your projects &amp; services are critical</li></ul>  |

## Organization & Management

|                      |  |
|----------------------|--|
| This section should: | <ul style="list-style-type: none"><li>• Provide a description of how your organization is organized as well as an organization chart, if available</li><li>• Describe the legal structure of your organization</li><li>• Identify necessary or special licenses and/or permits you operate with</li><li>• Provide a brief bio description of key leaders within the group or board</li></ul> |
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| After reviewing this section the reader should know: | <ul style="list-style-type: none"><li>• The legal basis for your organization</li><li>• Who the leaders are in your organization as well as their roles</li><li>• The general flow of operations within the organization</li></ul> |
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## Strategic Targeting & Prioritize Work Load

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|--|---|
| This section should:                                 | <ul style="list-style-type: none"><li>• Identify and describe your market – who your customers are and what the demand is for your products &amp; services</li><li>• Describe your channels of activity management</li><li>• Explain your strategy for project prioritizing</li></ul> |
| After reviewing this section the reader should know: | <ul style="list-style-type: none"><li>• Who your market is and how you will reach it</li><li>• How you will prioritize and execute target work load</li></ul>   |

## Financial Management

### New Project Activity

- Estimate of start-up costs
- Projected balance sheet (1 year forward)
- Projected income statement (1 year forward)
- Projected cash flow statement (12 months forward)

### Existing Project Activity

- Balance sheets (last 3 years)
- Income statements (last 3 years)
- Cash flow statement (12 months)

After reviewing this section the reader should know:

- Have a good understanding regarding the financial capacity and/or projections for your sponsor organization



## Appendices

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|---|--|
| This section should include as attachments: | <ul style="list-style-type: none"><li>• Sponsor organization</li><li>• Resumes of key employees</li><li>• List of resources and equipment related to your project activities</li><li>• Copies of press articles</li><li>• Pictures</li><li>• Information supporting the needs of your project and/or products</li><li>• Key agreements, such as MOU's, contracts, etc.</li></ul> |
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