

VISTA/AmeriCorps
Workshop 4/15/08



Steps to create a winning proposal



Main components

- Your organization & project
- Your project plan
- Your goals and the activities that will enable you to achieve them
- The results
- How it all works with AmeriCorps VISTA goals





Your Organization & Project

- Describe your organization, it's purpose, structure, history, it's impact in the community and why you want a VISTA member at this time.
- Describe your project, the population to be served, issue areas, and the type of activities you expect the VISTA member to accomplish





Your Project Plan: Step 1

- Describe the goal(s) of your project. You must have one that is central to your project results.
- Your plan should state in measurable and quantifiable terms:
 - The goals you will achieve each year.
 - The activities you plan to do during the current project year.
 - The results leading to the achievement of each of the goals.
 - The date by which you expect to achieve your goals, activities and results.





Project Plan: Step 2

- Once you have the goals in mind, identify the activities that the VISTA member will do to achieve them.
- Identify 3-5 Outputs and Outcomes (The Results!) for your main goal. These are your Performance Measures.
- Of the 3-5, one must be an Output, one must be an Intermediate Outcome, and one must be an End Outcome.





Sample Project Plan

- **Goal 1: Develop and implement an outreach plan and materials to increase and sustain high rates of enrollment in the micro-enterprise training course.**





Sample Activities

- VISTA member will work with other program staff to develop and implement an outreach plan and materials to recruit and enroll participants for the micro-training course.
 - Conduct weekly planning meetings
 - Draft plan for outreach campaign and gain approval
 - Design and print materials
 - Contact local public and private agencies to obtain lists of potential participants
 - Conduct recruitment campaign
 - Screen applicants and enroll eligible participants





Sample Output

- Plan for outreach campaign is approved by staff.
- Lists of potential participants are obtained from local public and private agencies
- Speaking engagements are held; potential participants are contacted





Sample Performance Measures

- Output: Participants complete the micro-enterprise training course. Target is 120/yr. Measured by course attendance roster.
- Intermediate Outcome: More participants will complete the micro-enterprise training than last year. Target is 30 more. Measured by comparing course attendance roster
- End Outcome: Increased enrollment in the micro-training enterprise training course will be sustained beyond the life of the VISTA grant. Target is maintaining a 80% or higher enrollment rate during each year of the VISTA grant. Measured by attendance roster database.





Project Plan: Step 3

- Describe how your project will work to impact 1 or more of these areas:
 - Strengthening connections and collaborating to create sustainable relationships in the community
 - Asset-based Community Development
 - Community Capacity Building and Empowerment
 - Intergenerational focus – building communities that support the well-being of all ages.





Step 3 continued:

- What specific skills and qualities are you looking for in this VISTA member?
- Can you support the Project Site requirements in Section 2 of the MOU? If not, please list those that cannot be supported.
- How will this project be sustained after the VISTA support ends?
- Are you able to support a VISTA member with disabilities?





Thank you!

- Help is available! You may call 928-708-0100
 - Maggie Garvey- VISTA Supervisor
 - Lori Deutsch – Youth Count Executive Director
- All proposals must be submitted via email to email: mgarvey@ycvp.org
- All materials from today's session are on the CD.
- Questions & Networking

