

Project or Program Narrative

The project or program narrative is a description of the approach you're taking to address the specific issue articulated in the problem or need statement.

The length and detail of this narrative section depend on the number of pages allowed, the amount of money you are requesting, and the information needed to portray your project or program accurately. A \$1,000 request may require only a short description, whereas a \$1,000,000 request might call for a much longer narrative. The most important thing to keep in mind is that the project or program narrative should clearly answer the challenge presented in the problem or need statement.

This narrative opens by summarizing what you intend to do and expanding on it by adding critical details.

Deciding how much information needs to be included should directly reflect who will be considering the request. Having your request reviewed by a panel of peers allows you to add quite a bit of detail and use technical terms known in the business. If your request is being reviewed by a grantmaker's program officers or board of trustees, consider limiting such technical details to avoid overwhelming them.

The project or program narrative should:

- Describe both the vision and the practical approach of the project or program.
- Clearly connect the project or program to the mission and overall activities of your organization.
- Demonstrate an understanding of the subject matter.
- Summarize how the project or program will be implemented.
- Provide a profile of the clients you will serve (if applicable) and how you intend to connect with them.
- Summarize the plan of action and the timeline for the project or program.
- Articulate how you will staff the project, and who will be involved (including volunteers, consultants, and staff).

When developing a grant proposal, you typically write the project or program narrative after you've developed the goals, objectives, action plan, timeline, budget, outcome measurements, and method of evaluation because the narrative is really a summary of these items.