

GRANT PROPOSAL LANGUAGE

1. Start your proposal with a short and informative title.
2. In the first paragraph or section, you should give essential background information on your school/academy and the NAF design. The first paragraph should also include the “ask,” or the request for a donation. You should also include a brief description of how the funding will be used.

Example:

[Name of school] is a member of [NAF](#), which develops and supports over 600 themed academies in public school districts throughout the country. NAF academies prepare young people for college and career success in large and growing industries. Its proven educational design includes rigorous and industry-vetted curricula; work-based learning experiences including paid internships; and business partner expertise. Founded in a NYC public high school in 1982 by Sanford Weill, Chairman Emeritus, Citigroup, today NAF serves more than 110,000 students each year.

At [name of school], students learn college and career readiness skills that lead up to internships or comparable workplace experiences. Business and community leaders provide strategic leadership, advocacy, connections to colleagues, financial and other support.

We would like to request a [\$\$\$] investment from [name of funder] in order to support [project.] With your contribution, our [academy/students] will:

3. In the second paragraph or section, describe why your school needs the funding. What problem will the contribution help to solve?

Example:

American employers are struggling to fill good jobs with the caliber of workers they need. In the **2013 Conference Board Survey**, less than one quarter of employers rated U.S. primary or secondary education as better than that of other competitive nations, and 40 percent ranked it as worse. They believe that education falls short of its potential at almost every level of workforce development.

Our academy is distinct from other career-oriented programs in its outstanding results: [insert graduation/drop out/other compelling data]. Because NAF academies hold students to the highest standards in both academic and workforce development, our students graduate from high school ready for both college and career.

To further enhance our program, we seek funding to: [describe project, the intended impact to your academy/school, students, and community, if applicable]

4. In the next two paragraphs, discuss why your school and the NAF model deserve funding.

Back up your assertions with data (e.g., graduation rates, test scores, number of internships) and qualitative information (e.g., student stories, job shadowing experiences, and/or exceptional projects/initiatives at your school).

ADVISORY BOARD

Fundraising



Example:

The benefits of career academies have been demonstrated by rigorous research. Independently validated data shows that for students headed toward dropping out in grade 10, NAF's on-time graduation rate is nearly 20 percentage points higher than non-NAF students in the same districts. Across the national network, 97% of NAF seniors graduate, and 93% go on to college.

A **2008 study** by the leading independent research firm MDRC included two NAF academies among the nine it examined. The study found that students in career academies had better attendance rates, higher earning power post-high school, and a greater likelihood of living independently as adults. The research also points to the powerful impact of combining classroom learning with workforce development. MDRC found that career-related experiences in high school can substantially improve students' job prospects and their transition to the working world—and that they do so without compromising students' academic goals and preparation for college. Especially noteworthy are the magnitude and persistence of these positive effects over eight years: students graduate from career academies with roughly the earning power of an associate's degree.

At [Name of school/academy]:

Add data points (e.g., graduation rates, test scores, number of internships – particularly any which make you stand out among your district. Note if your academy is Certified, Model, or Distinguished)

Add data points

Add data points

Further, [Name of school/academy] students:

Add qualitative information (e.g., student stories, job shadowing experiences, and/or exceptional projects/initiatives at your school)

5. The next paragraph or section should focus on what outcomes you expect from the project and how you plan to measure them. For example, if you are asking for funding for a field trip to a financial services company, you can measure outcomes by having students complete pre- and post-trip activities, such as short assessments, projects, or essays, and measuring the improvement. Your measurement system should be clear and realistic.

Example:

Our success will be measured by [insert method].

Additionally, as part of the NAF network, [name of school] has access to powerful tools to accurately evaluate our effectiveness as educators. NAF's Academy Assessment system evaluates academies on their ability to deliver a high-quality education through fidelity to the NAF educational design. For [number years], our school has ranked [level], which indicates that our delivery of the model allows our students to reach the greatest possible outcomes.* [Add list of expected outcomes.]