

# Writing the Project Description: Methods and Strategies

The methods and strategies section is where you'll more fully **explain the how you'll implement the grant. This section is essentially the heart of your grant proposal.** Focus on offering a full explanation, not on keeping it brief.

You'll need to provide detailed information about your exact plans, steps, and strategies for each stage of your program and how you'll implement them. **Follow these best practices to ensure your explanations are convincing:**

- Fully model your program with explanations, visuals, and any other tools that might help (tables, diagrams, logic models, flowcharts, etc.)
- Who will be involved in each step of your plan? Explain their roles.
- Describe any partnerships that come into play during your programming plan.
- List and explain any digital tools or platforms you'll use during the program.
- Continually relate your methods, strategies, and steps back to your specific goals and objectives.
- Anticipate some possible challenges and provide concrete alternate strategies for accomplishing your objectives.
- **Remember, this section of your proposal contains the tangible plan that you're asking the grantor to fund.** It can be useful to think of your methods and strategies as a high-stakes sales pitch because that's effectively what it is.

Here's a simplified example of methods that will support a specific objective:

*Objective: Increase the % of patients with controlled diabetes*

*Methods:*

*The clinic will hire a bilingual Diabetic Educator to facilitate the development of a course curriculum (inclusive of cooking courses), work with patients and their families to establish healthy dietary options, and create a patient toolkit.*

*The Diabetic Educator will coordinate with local food pantries, grocers, the community garden, and faith partners to host/coordinate events:*

*Event 1: [curriculum objective on healthy choices]; [expected date]; [projected cost]*

*Event 2: [curriculum objective on shopping strategies]; [expected date]; [projected cost]*

Source: snowballfundraising.com, NCAFCC 2024