**Full Proposal Project Narrative Template**

**Chesapeake Bay SWG Implementation**

**Instructions:** Save this document on your computer and complete the narrative in the format provided. The final narrative may not exceed six (6) pages, excluding tables and figures. Please retain the outline format below. Once complete, upload this document into the online application as instructed.

1. **Goals and Objectives:**
	1. What are the overall goals and objectives for the project?
	2. How do they advance the **PROGRAM PRIORITIES** outlined in accompanying Request for Proposals?
	3. What general activities or approaches are you proposing to implement to achieve those goals and objectives?
2. **Outcomes:**
	1. Which specific **PROGRAM PRIORITIES** will be addressed by the project?
	2. What three to five (3-5) associated outcomes are anticipated as a result of proposed activities? *Outcomes may be quantitative or qualitative and should be as specific as possible to the proposed project.*
3. **Project Location**:
	1. Where is the proposed project located, including its connection with or position in the broader relevant landscape(s) (e.g. watershed or drainage area, existing habitats and/or conserved lands)?
	2. Why or how was this location selected, considering relation to and position within the broader relevant landscape(s), associated opportunities to further established **PROGRAM PRIORITIES**, past or going efforts in the area, and use of existing tools and resources for geographically targeting associated conservation and/or restoration actions?
4. **Current Conservation Context:**
	1. What efforts are already underway or have been completed in the project area by your organization, project partners, or others to advance the relevant **PROGRAM PRIORITIES**?
	2. How do the proposed activities build on or enhance any of those completed or ongoing efforts, including but not limited to prior NFWF funding?
5. **Current Partnership Context:**
	1. Who are the partners (e.g., organizations, government agencies, business, individuals) currently engaged in efforts to advance relevant **PROGRAM PRIORITIES** and associated actions in the project area and the broader relevant landscape and what are their general roles and responsibilities?
	2. What new partners do you intend to engage in proposed project activities?
	3. How do you intend to leverage, enhance, or expand the roles of these partners in advancing proposed project activities?
6. **Communities Engaged and Impacted:** Describe the community(ies) where the project will take place and any associated target audience(s):
	1. Who will specifically benefit from the project?
	2. How were they or will they be engaged in project development and implementation?
	3. *Using the table below, provide information on key demographic and socioeconomic indicators for the community(ies) and target audience(s). Use your response to questions A or B above to provide any other representative demographic or socioeconomic data or information.*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Community(ies) and/or Target Audience(s)** | **Race/Ethnicity (%)** | **Poverty Rate (%)** | **Low Income (%)** | **Annualized Unemployment Rate (%)** |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |
|  |  |  |  |  |

1. **Work Plan:** What are the major tasks or activities you plan to execute through the proposed project, who is responsible for each task/activity, and when do you plan to complete each major task/activity? *Use the general template below and add rows as needed.*

|  |  |  |  |
| --- | --- | --- | --- |
| **Activity Description** | **Associated Deliverables** | **Responsible Parties** | **Completion Date (Month and Year)** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

1. **Data Collection Activities:**
	1. What types of data do you intend to collect as part of the proposed project activities (i.e., through grant award funding and/or matching sources).
	2. What methods are you planning to use to collect these data?
	3. How do you plan to use those data and what associated products are outputs will be generated from proposed data collection efforts?
2. **Tracking and Sustaining Implementation Progress:**
	1. What plans are proposed or are already in place to support long-term stewardship, maintenance, and delivery of intended environmental or natural resource benefits from the project?