

USP | BLURB GUIDELINES + WORKSHEET

TO: Ken Zimmerman
FROM: Name of Director, Fund/Campaign Name
DATE: Date of Submission
RE: Blurbs for Fund/Campaign Name, Date of Docket Meeting, please note if Out-of-Docket

PURPOSE



The purpose of a blurb is to provide a brief description of the recommended grant, offer context to help articulate the connection to programmatic strategy and flag any potential issues with the grant you intend to recommend.

SUGGESTED STRUCTURE

In a short paragraph, the introduction should include:

I. INTRODUCTION

Number of Grant Proposals	
Total Amount of Grant Proposals	
% of Total Budget	
YTD Total Spending	
Any clustering of grants, if applicable, including: the number of general support grants and project support grants; grants that support fields and foundation-led concepts; renewal grants and new grants; tie-off grants, etc.	
How do grants fit within your Program Strategy?*	

* Note that restating program objectives is *not necessary*. Introductions are intended to be an informal overview, and *not* to make any Funds / Campaigns scramble to assemble all the information at the expense of incurring delays in providing summary. The highest priority should be placed on providing information on any significant issues, concerns, or questions to accompany the analysis or status of thinking involved, rather than format.

II. CONTENT

Recommending Staff Member(s)	
Legal Name of Grantee	
Recommended Grant Amount	
Proposed Grant Term	
Organization Budget	
Type of Support	
Purpose of the Grant	
Support of field or foundation-led concept	
Advancement of a particular strategy(-ies)	
Any organizational dynamics to highlight*	

* *i.e.* Major leadership transitions, financial fluctuations, strategic redirection or organizational restructuring. Staff should focus on providing Ken with enough information that takes into account what he already knows about the proposed grant to maximize the quality feedback received in return.