



## A Guide for the JFGH Local Impact Fund Application

When writing your grant proposal, clarity, precision, and compelling storytelling are essential. Use this framework to ensure your narrative is strong and aligns with what the Jewish Federation of Greater Houston (JFGH) reviewers are looking for.

### Core Principles of a Strong Narrative

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1. **Avoid Jargon:** Write clearly and concisely. If a reviewer outside of your organization or specific field cannot understand an acronym or a technical term, explain it or remove it. Use the “grandma test” (could someone unfamiliar with your work understand what you are proposing?).
2. **Use Headers:** The easiest way to ensure you answer every part of a funder’s question is to use their questions as headers in your narrative. This allows the reviewer to literally check off that you have provided the required information.
3. **Be Direct:** Tell the reader right up front what you are going to do, who will benefit, and why they should care. Do not make them search for the answers.
4. **Balance Data and Storytelling:** A persuasive proposal uses real stories or case studies to engage the reader’s empathy, and uses data (statistics, community assessments) to validate the scale of the problem and the effectiveness of the solution.

### Narrative Framework

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Use the following structure to organize your proposal’s narrative sections:

#### I) The Need (The “Why”)

- **The Problem:** What specific issue in the Greater Houston Jewish community are you addressing?
- **The Data:** What quantitative evidence supports this need? (e.g., demographic shifts, survey results).
- **The Story:** Share a brief, compelling anecdote or case study that humanizes the problem.

#### II) The Solution (The “What” and “How”)

- **Program Description:** A clear overview of the program’s goals, purpose, and target audience.
- **Alignment:** Explicitly state how this program aligns with the JFGH priorities (Engagement, Education, or Accessibility & Belonging).



- **Activities & Timeline:** What exactly will you do, and when? Include key dates and how the timeline allows for learning and adaptation.

### III) The Impact (The “So What”)

- **Measurable Outcomes:** What changes will occur because of your program? (Use the Basic Outcome and Evaluation Template to define these).
- **Evaluation:** How will you prove the program was effective? Detail your qualitative and quantitative methodology

### IV) Organizational Capacity (The “Who”)

- **Expertise:** Why is your organization well-suited to lead this program?
- **Key Personnel:** Who is managing the program, and what are their qualifications?
- **Governance:** Describe your leadership’s role in program and financial oversight.

### V) Financial Sustainability (The “Future”)

- **Budget Alignment:** Ensure the narrative explains the costs listed in your budget template.
- **Future Funding:** Detail your strategy to financially support this program beyond the JFGH Local Impact Fund grant.