**WRITING THE PROGRAM/PROJECT DESCRIPTION**

The Program Description describes the program/project. This section of the proposal has five subsections: objectives, methods, staffing, evaluation and sustainability. Together, objectives and methods dictate staffing and program administration requirements. Then they become the focus of the evaluation to assess the results of the program. Sustainability flows directly from the program success - its ability to attract sponsored support. As you write the program description, keep in mind how the five subsections interlock to paint a total picture of your program.

1. **Objectives: What will be achieved?** Program objectives tell what will be achieved. Objectives are stated as tangible, specific, concrete, measurable activities that can be achieved in a specific time frame. Objectives should be written in complete sentences using a variety of active verbs, and are usually written in the future tense. Objectives must be quantifiable; they help delineate the methods.

2. **Methods: How, When and Why the objectives will be achieved?** The methods section describes the specific activities that will take place to achieve the objectives. It helps the reader visualize the implementation of the program. ***How***: Described in detail what will occur from the time the program starts until it is completed. i.e., describe how participants will be recruited; how they will be taught; and how their learning will be measured. ***When***: Present a timetable detailing the order and timing for the various activities. ***Why:*** Tell why the chosen activities will lead to the anticipated outcomes.

3. **Staffing: Who will manage the program – why are they qualified?** At a minimum, discuss the number of staff, their expertise, educational background, and roles and responsibilities for making the program successful. Full details about individual staff members can be included either as part of this section or in the appendix, depending on length and importance of this information and the funder’s requirements.

4. **Evaluation: How will you and the funder know if the program is successful?** The evaluation provide paper trail proof that the implementation of the methods met the goals and objectives. No matter what type of evaluation is used, the evaluation plan tells how information will be collected and analyzed, and by whom. The evaluation is the primary vehicle for assessing the degree to which the activities successfully meet the stated outcomes.

5. **Sustainability: How will the program continue financially long-term?** Funders want you to prove that either your project is finite; a one-time project with start-up and ending dates; or that it is capacity-building, a pilot or self-sustaining-revenue producing program.

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