

## **Spec Sample – Mock Proposal Letter for Portfolio Purposes**

Subject: Proposal to Strengthen Short and Long Term Funding Outcomes

To whom it may concern,

The need for consistent and competitive grant funding has become increasingly critical. Organizations operating in complex funding environments often find that strong programs alone are not enough. Success depends on how clearly outcomes, impact, and alignment with funder priorities are communicated.

Based on your stated goals, ShinePath is seeking support to strengthen grant narratives, improve proposal consistency, and increase the competitiveness of upcoming funding submissions. Without a structured approach to proposal development, valuable program outcomes can be difficult for funders to fully understand and evaluate.

To address these challenges, I propose a targeted grant writing support engagement focused on both immediate funding needs and long-term capacity building. This engagement would include:

- Reviewing existing grant materials and prior submissions to identify gaps and opportunities.
- Interviewing program staff to capture clear, funder-focused descriptions of services and outcomes.
- Developing compelling, consistent grant narratives aligned with foundation and government criteria.
- Creating reusable templates and guidance to support future proposal development.
- Supporting the preparation of two priority grant submissions within a three-month period.

Their approach is designed to help ShinePath present its work with greater clarity and consistency while reducing the internal burden on staff during grant development cycles.

My journalism and technical writing skills and background equips me to synthesize complex program information and translate it into clear, persuasive narratives for non-technical audiences. I bring experience interviewing subject matter experts, organizing detailed information under tight deadlines, and producing accurate, audience-focused content – skills that are directly applicable to effective grant and proposal writing.

I would welcome the opportunity to discuss this proposal further and explore how this engagement could support ShinePath's funding and programmatic goals. Thank you for your time and consideration.

Sincerely,  
Camden Henry