

Preparing a Proposal to Your Administration

One of the first places to look for funding is in your district or school budget. In order to access existing funds, you need to present a compelling case as to why the funds should be used for the purchase of Renaissance® products and services. The following steps will help you prepare your request.

Step One: Secure a current quote from your Renaissance account executive. Find out when your school/district prepares the budget(s) and be ready to submit your proposal with the cost clearly stated in ample time to be considered in next year's budget. In addition, in early to mid-spring, try to find out if there will be any current-year funds which are likely to be unspent at the school or district level and for which you can apply.

Step Two: Determine to whom you should submit your proposal and in what format (e.g., narrative, bullet points, table, formal proposal, etc.). Unless instructed otherwise, keep the proposal brief and to the point.

Step Three: Develop the central thesis of your proposal in a few paragraphs.

- Why does your school have a need for the Renaissance product(s)? Present student achievement levels, particularly with reference to performance measures that reflect the district's or state's academic priorities and/or the school's improvement plan.
- Describe how you will use the product(s) to complement current instructional programs: how many students, how often, in what setting, etc. Tactfully explain why current approaches aren't working (e.g., no student improvement, inefficient for teachers, little useful data, etc.) without passing judgment on the choice of these programs.
- Discuss your capacity for improvement (e.g., team-based approach, commitment of other staff, flexibility in meeting student needs, etc.).
- Address expected outcomes in overall terms such as student growth, improved classroom participation, increased parent involvement, etc., as well as specific metrics (e.g., X percent improvement in test scores—shown by subgroups as appropriate, number of books read, amount and pace of growth, etc.).

Tailor your proposal to the person(s) who will make the decision. What are their "hot buttons"? Is accountability an issue for them? Transparency? Test scores? STEM? Literacy? Technology?

Step Four: Highlight the features of the specific Renaissance product(s) as they apply to your situation. Why is each feature important (e.g., increased student motivation, more useful data, time and/or money-saving, etc.)? If you are requesting the re-allocation of Title funds, we can provide Renaissance product/funding source correlations to show how the product(s) fits within the particular funding source you are requesting.

Step Five: Show how you will keep the administration informed as to the results of your Renaissance product(s). What reports will you submit and how often? Will you invite administrators to visit to observe firsthand? When? How will you help other educators in the district replicate what you are doing?

Step Six: If you would like us to review your plan or provide specific verbiage, or if you are required to submit a "formal" proposal and need help preparing it, please let us know by emailing askproposals@renaissance.com.