
Required Narrative Questions

TRACK 2: Land Trust Assistance

Need → Goals → Activities → Partnerships → Measurement → Long-Term Success

1.2 Project Summary

Provide a brief overview of your project (consider this a general overview of no more than two paragraphs; the details of your project will be developed below).

Include:

- What your organization proposes to accomplish.
 - Why the project is needed.
 - How it supports your organization's mission.
 - The primary conservation and/or organizational outcomes.
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Section 1. Project Need, Goals and Activities

1.1 Project Category

Describe your project, are you considering:

- Land Conservation
 - Monitoring & Stewardship
 - Organizational Support
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1.3 Organizational Need

Describe the need your project will address.

Consider the following:

- What organizational, conservation, stewardship, or capacity need does your project address?
 - What information, data, organizational assessment, or planning process helped identify this need?
 - Why is this project a priority at this time?
 - How does this project support your organization's mission and the goals of Track 2?
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1.4 Project Goals

List each project goal.

For each goal describe:

- Objective
- Activities

- Expected Results
- Measurement
- Timeline

This is the main design of your project and ties to your expected results and how you will measure success, so whenever possible include measurable targets. You may use a table like the example below or another preferred format.

Goal	Objective	Activities	Outputs	Outcomes	Measurement	Timeline
Improve long-term stewardship of conservation lands through enhanced monitoring and volunteer training.	Strengthen the organization's monitoring program and volunteer capacity.	• Develop monitoring protocols • Train volunteers • Conduct site monitoring • Update stewardship records	• Monitoring protocol developed • 20 volunteers trained • 30 properties monitored	• Improved stewardship planning • Increased volunteer capacity • More consistent monitoring information	• 20 volunteers trained • 30 properties monitored annually • Monitoring completed for 100% of priority sites	April–November 2027

Section 2. People & Partnerships

2.1 Organizational Capacity

Describe your organization's capacity to successfully complete this project.

Consider:

- What staff, volunteers, or contractors will be involved?
- What experience does your organization have managing similar projects?
- What existing resources, expertise, or systems support successful project delivery?

2.2 Partnerships & Community Engagement

Describe how partners, stakeholders, or communities will contribute to the project.

Consider:

- What role will each partner play?
- How will partners contribute to project planning, implementation, or long-term success?
- If applicable, how will the project engage under-engaged or underserved communities?
- If applicable, how have community knowledge, perspectives, or cultural considerations informed the project?

Section 3. Expected Results & Measuring Success

Describe the conservation and/or organizational benefits you expect. Whenever relevant, you may briefly summarize the measurable outcomes identified in the table in Section 1.4. “Project Goals”. This level of information is sufficient; however, you may also include additional information such as:

- Evaluation methods
- Data collection
- How results will be used to improve stewardship, conservation, or organizational capacity

Section 4. Long-Term Sustainability

Describe how the benefits of this project will continue after grant funding ends.

Some things you can consider are:

- Will new organizational capacity continue beyond the project?
- Will new policies, procedures, or tools continue to be used?
- Will stewardship or monitoring activities continue?
- Will partnerships continue after the grant period?
- Does the project require or anticipate future funding?

Section 5. Budget & Cost Effectiveness

Very briefly justify your budget and include information such as:

- Are budget items aligned with the proposed activities?
- Are costs consistent with the scope of work?
- Are partner or matching contributions included, where applicable?
- Is successful completion of the project contingent on other funding being secured?

EVALUATION CRITERIA FOR TRACK 2

Throughout this RFP, the Narrative Questions, Evaluation Criteria, and Applicant Tips all follow a framework.

Need → Goals → Activities → Partnerships → Measurement → Long-Term Success

Reviewers will score each criterion based only on information contained in the application. Points will be awarded based on the extent to which the proposal provides evidence addressing the elements listed under "Evidence Reviewers Should Consider."

Applicable to Track 2

Evaluation Criteria	Evidence Reviewers Should Consider	Score
Project Need, Goals and Activities	The proposal identifies the need or problem to be addressed and explains why the project is a priority; demonstrates alignment with the objectives of the selected funding track. The proposal describes the activities to be completed; demonstrates a period in which activities are achievable; and explains how grant funding will enable the proposed work.	25
People & Partnerships	The proposal identifies the people, organizations, or partners involved in the project and describes their roles and contributions to project planning, implementation, or long-term success (i.e: Staff; volunteers; contractors; conservation organizations; municipalities; Indigenous partners; technical expertise; strategic partnerships)	15
Expected Results & Measuring Success	The proposal explains the anticipated benefits of the project, identifies how success will be measured, and describes how results will be monitored or used where applicable (i.e; organizational capacity, conservation planning, governance, monitoring etc.)	25
Long-Term Success	The proposal explains how project benefits will continue after the grant period, including future funding, stewardship, maintenance, organizational capacity, partnerships, or transition of ownership where appropriate (i.e; policies, procedures, organizational capacity, future funding etc.)	15

Evaluation Criteria	Evidence Reviewers Should Consider	Score
Budget & Cost Effectiveness	The budget aligns with the proposed activities; the budget items are explained or justified; costs are consistent with the scope of work and partner contributions are identified, if the success of the work is contingent upon other funding being awarded it is described in the narrative.	20