



## Proposal Guidelines

Every funding proposal submitted to the Board, whether initiated by parties seeking funding or in response to an RFP issued by the Board, must contain the following:

1. Cover letter (include the total project budget, the amount request and projected softwood lumber ROI, if applicable).
2. General information (proponent details and project overview)
3. Capacity to Deliver (organizational profile, experience, key team members etc)
4. Executive Summary (maximum two pages)
5. Detailed Project Description and work plan, including:
  - a. Project Business Case (including ROI methodology and calculations and impact on increased sales of softwood lumber products)
  - b. Detailed project budget (including summary of leveraged funding and contributions by other product sectors benefiting from the project)
  - c. Linkage to Board Investment Preferences:
    - i. Initiatives must be focused on growing, strengthening, or maintaining the market for softwood lumber. Describe how the proposed project fits this objective.
    - ii. Initiatives should be for a limited term based on a natural cycle for the activity and/or what actions will the initiative take to make the programs self-sustaining?
    - iii. The ability of the initiative to leverage their funding and program needs. Are there demonstrable synergies with other softwood lumber marketing programs? Is the program incremental to existing programs?
    - iv. The initiative must have a clearly defined evaluation methodology with natural benchmarks from which success and results may be measured. Provide specific, quantifiable benchmarks for this project, how they will be measured and the targeted outcomes.
  - d. List of subcontractors that will be engaged to deliver the proposed activities, the specific services they will deliver and the related fee structure.
  - e. All other information required by in “Softwood Lumber Board: Contract Guidelines and Checklist”, including the lobbying prohibition.