

## Section 5.5.1: Executive Summary

The executive summary is the grant applicant's "initial pitch" to the funder and is an abstract of the grant proposal/application. Generally speaking, it should run one to two pages in length (some solicitations specify the length for each section, including the executive summary). Because this is the first impression and given the page count restrictions, the grant program manager or grant writer must ensure the executive summary packs a punch. It should be concise, focused and persuasive.

Although the executive summary is the first part of the complete grant application, it should be the last item drafted (it summarizes the grant application/proposal). Once the grant proposal/application narrative has been drafted, the grant writer should go through a copy of the draft and highlight the key points from each section (either print out a hard copy and use a highlighter or do this on a computer). Highlighting the key points in the narrative provides an outline for the executive summary.

The narrative draft should already be aligned with the funding priorities and requirements outlined in the solicitation. Using the highlights from the narrative draft, the grant writer should write a summary that includes:

- who the agency is (mission/vision, relevant experience)
- project overview, including goals (how the agency's program will address the need/population stated in the solicitation as measured against specific goals)
- what outcome measures are included to demonstrate success
- the total amount being requested.