

Project proposals

A proposal is key to effective project design, management and accountability, as well as a fundraising tool. Proposals have become more sophisticated, reflecting the increased scale and competitiveness of the aid sector.

Proposals are more likely to be funded if they involve the affected population, and are sustainable, based on evidence, express genuine partnership and demonstrate value for money. It is also important to align your proposal with priorities of the donors and with existing national and sector/cluster plans.

In some cases, a **Concept Note** is requested before the proposal, outlining basic facts of the project idea. They are short (1–3 pages) and may not have a standard format, but should include *project title, context, rationale, goals and objectives, activities, expected results, coordination with other actors, innovation (how is it different from other projects?), organisational background, estimated budget and contact details.*

Proposal

<p>A proposal has a framework that enables a donor to clearly understand your project.</p> <p>Ideally, involve the affected population in the planning.</p> <p>Effective <i>Project Management</i> and use of the <i>Logical Framework Approach</i> (see pages) provide the basic information for proposals.</p> <p>Each donor may have its own framework but generally includes these elements:</p>	Title page	Date, title, location, organisation	<p>Consider whether your project...</p> <ul style="list-style-type: none"> ▪ addresses the identified needs of as many of the most vulnerable as possible? ▪ promotes self-reliance and sustainability? ▪ includes the active participation of the affected populations in assessment, implementation and monitoring? ▪ actively involves women in particular in the design and implementation? ▪ has other funding sources to ensure continuity and sustainability? ▪ has the ability to be replicated? ▪ provides value for money? ▪ has clear accounting and accountability? ▪ aims to mobilise and develop the capacity of the beneficiaries? ▪ complements the work/capacity of other organisations and projects?
	Need statement	Causes of the problem and why the project is needed	
	Goals and objectives	What you want to achieve?	
	Beneficiaries	Who will benefit?	
	Targets and activities	What will you do and how?	
	The schedule	The project timeline for each phase	
	The organisation	Your profile and who will manage the project	
	Project costs	Direct and indirect costs (per beneficiary)	
	Detailed budget	Detailed estimates of all costs and other funding	
	Monitoring & Evaluation	How will achievements be measured and verified?	
Reporting plan	How often, to whom, including what?		
Coordination	How will you work with other actors?		
Appendices	Additional details, including your organisation		

Adapted from 'Proposals for Funding' by Phil Bartle © 2007

- Write clearly and concisely, using simple language (no jargon!).
- Ensure the requested amount is within the limits of the funding organisation.
- Ensure proposal is based on your capacities and competencies and donor priorities
- Clearly explain the logic (or theory of change) that relates your activities to the impact and benefits for the target population.
- Follow the guidelines, instructions and procedures of each donor carefully.

Additional resources on All In Diary website

Proposal Writing Simplified for NGOs in Developing Countries, © fundsforgos.org

Writing a funding proposal, © CIVICUS 2007

Web links for further information

How to Write a Proposal: www.fundsforgos.org/how-to-write-a-proposal/introduction-to-proposal-writing#ixzz180CD2emM
Grant-writing tool: www.npguides.org/