GRANT PROPOSAL WRITING

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KEY POINTS IN PROPOSAL WRITING

- "Concern for development of meaningful cooperative relationships—with funding agencies, with community organizations, and with the people you are serving"

- Headings that we will discuss can be used as a way of organizing your funding proposal (ones presented here are based on examination of many, many successful proposals)

- It is essential to read the call for proposals, then read it again, then read it again…Your proposal MUST fit the format and directions in the call for proposals to be successful.

- Be consistent and focused with ideas throughout the proposal.

- Write, edit, rewrite, edit, repeat…

*Key ideas taken from "Guide for Writing a Funding Proposal" by S. Joseph Levine, available at http://learnerassociates.net/proposal/hintsone.pdf

KEY POINTS IN PROJECT IMPLEMENTATION

- In project implementation, planning is essential, and there are tools to help you.

- Monitoring and evaluation are key parts of accountability to the funder, but they also "promote reflective practice leading to good program quality"* (provide a feedback loop into project planning).

- Financial documentation for spending is essential. You must consult the rules and regulations of the funding agency and adhere strictly to them.

"The Basics of Project Implementation", CARE, available at http://www.careclimatechange.org/files/toolkit/CARE_Project_Implementation.pdf

PROJECT TITLE

- The title of your project is a "mini-abstract", it paints a quick picture for the reader of the key ideas of your project

- The words you use should clearly reflect the focus of your proposal
  - Title should be clear and unambiguous (don't make it "cute")
  - Most important words should come first, then less important words
  - Try to remove words from your title that really are not necessary for understanding
  - Try to use only a single sentence

- Examples…

PROJECT OVERVIEW

- "Executive Summary"

- As with the title, paint a picture of your proposal. This is the framework for the rest of the proposal.

- Address key concerns of the funding organization

- May want to prepare after you have completed the entire proposal

- This is the first impression that the review will have

BACKGROUND INFORMATION/ STATEMENT OF PROBLEM

- Review of relevant literature
  - Cite previous projects
  - Show you know what came before and how it connects to your project.

- Avoid jargon, abbreviations, colloquial expressions, confusing language

- Need/problem: What is the pressing problem you are addressing? How do you know it is important?

- Why is your organization uniquely suited to conduct the project?

- Outline any previous work you have done to lay the foundation for this project and how the work might continue after.

GOALS & OBJECTIVES

- Goals=Large statements of what you hope to accomplish but are not very measurable.

- Objectives=Operational, specific things that you will be accomplishing, very measurable

- Objectives should be closely tied to your methods of carrying out the project.

- Outcomes and Outputs

CLIENTELE

- Who are the clientele? Who are you targeting?

- Can you show you have support from the clientele you are targeting?

- Clarify why the funding organization should be concerned with your clientele.

METHODS

- Clear link to your objectives

- Present innovative aspects of your methods and ideas

- A way to show collaboration
  - How will the project encourage groups to join together to deal with the issues raised in the project? (Collaborative methods)

- Timeline and/or work plan

EVALUATION

- Formative evaluation/process evaluation=gain feedback on the project while it is being conducted

- Summative evaluation/product evaluation=show the project fulfilled that which was originally proposed

- Reference directly your objectives

- How will what happened under the project be sustained?

BUDGET

- Basic concepts
  - Allowable, reasonable, and allocable

  - Needed, received, and used

- Categories you may want to include
  - Personnel
  - Consultants (salary)
  - Equipment
  - Supplied
  - Communication
  - Travel
  - Rental of facilities
  - Evaluation

PROJECT IMPLEMENTATION AND MANAGEMENT

- It is important to have a well planned proposal (a good proposal lays the foundation for smooth implementation—as smooth as possible)

- Tools available for project management (Logical Framework or Logframe, Workplan, project management plan, project implementation plan)

- Collaboration and participatory planning and decision-making

- Monitoring and evaluation
  - Feedback loop into project planning (formative evaluation)
  - Accountability to funder (summative evaluation)
  - Selection of indicators (core of research or project design)
  - Establishing baseline data and measuring change over time (methods of data collection)

- Financial management—compliance and documentation