

# Developing Effective Funding Proposals

## SEVEN STEPS TO DEVELOPING AN EFFECTIVE FUNDING PROPOSAL

1. Finding the right fit with the funder
2. Designing your project
3. Rationale for the project
4. Making a Budget
5. Designing Monitoring Plan
6. Writing the Grant
7. Coming up with a catchy name for the project

### 1. FINDING THE RIGHT FIT WITH FUNDER

- Are funder's goals and philosophy **a good fit** with your organization's goals and philosophy
- Establishing **personal relationships** with people at funding agencies
- **Researching** the kinds of projects the funder will support and will not support?
- How long a **time period** will they fund for?
- Will they accept **unsolicited proposals** (or do they want to talk to you before you apply)
- Are there funding **deadlines/timelines**?
- What is the **range of grants**? (min.\$1000 – max. 5000)
- Are there other **conditions or restrictions**?
- Will they consider co-funding?
- Match your energy in terms of time it takes to develop the proposal with the amount of money being sought
- **ASK yourself** – “Is the money you will get worth the human resources needed to develop and report on the project.”

### 2. DESIGNING YOUR PROJECT

#### A. Outcomes Statement

When writing a proposal you need to ask outcome questions:

- What is the point of the project
- What will change (either for an individual involved or society as a whole) as a result of the activities proposed in the project
- What are the specific outcomes you hope to achieve
- How will you know whether or not you have achieved them (evidence)

#### **Not-so-clear Outcome Statement**

The aim of the Girl's Inclusive Education project is to get girls into school and help them stay there

# Developing Effective Funding Proposals

## Clearer Outcome Statement

The goal of the Girl's Inclusive Education project is to increase the enrolment of girls in 10 primary schools in Kampot province by 20% and to provide appropriate financial and community support in order to increase the retention and completion rates of girls from the current 45 % to 75% by the end of the four year project.

## B. Project Objectives

Objectives should also be specific, active and measurable:

### Not-so-clear Objectives

1. Find out how many girls are currently in school

### Clearer Objectives

1. Determine the current levels of enrolment of girls at the beginning of 2008 school year and the survival and promotion rates of girls by year end in 10 target schools in Kampot.

## C. Activities

### 1. What activities will you undertake to realize your objectives?

**Objective 1** – Determine the current levels of enrolment of girls at the beginning of school year 2008 and the survival and promotion rates of girls by year end in 10 target schools in Kampot.

#### Activities:

- Design a baseline survey tool
- Train ten local community members to undertake baseline data collection in each school at the beginning of year and again at the end of the year
- Compare findings in of two data sets and calculate retention and completion rates of girls.

### 2. What is your plan/time-line for undertaking and achieving these activities? (WORK PLAN)

## 3. RATIONALE FOR THE PROJECT

This is the part of the proposal where you justify the need for the project.

### Part 1- Target Group

Who is your target group and how will they benefit?

### Part 2- Justifying the need for the project

For a **big proposal** you may want to do a **Needs Assessment** to see if the project is something the community wants and or would benefit from.

# Developing Effective Funding Proposals

For a **smaller proposal** you may just have **anecdotal evidence**: staff perceptions or obvious evidence for this project (i.e. no source of water within five miles of the community, thus justifying the need to drill a well)

You also need to say **why your organization is best suited** to undertake the project.

**Activity:**

**Brainstorm** reasons why an organization might be the best suited for a project. (eg: years it has been providing this type of service, professional and experienced staff, knowledge of the community, ....)

## 4. MAKING A BUDGET

- Consider all costs
- Calculate reasonable local costs
- If it is a training, add travel and a per diem cost for participants
- Include some salary or labour costs for a project coordinator or facilitator.
- Consider the cost of extra office supplies (paper, photocopying)
- Add 10- 15% administration costs

### Budget Monitoring

Include a paragraph explaining who will administer the funds, how expenditures will be tracked/accounted for and who is responsible for disbursements.

## 5. PROJECT MONITORING PLAN

**SMART Monitoring** – used by UNICEF and many other donors

**S**pecific

**M**easurable

**A**chievable

**R**ealistic

**T**imely (can you do it within time frame)

## 6. WRITING THE PROPOSAL

**Use active verbs - positive and assertive language**

- We **will** hold 4 workshops on the policy development process Cambodia.
- After completing Part 1 of the training participants have the choice to either take Part 2 of the training right away or spend one month in a pre-arranged work placement where they can use the skill have learned.

**ACTIVITY** working in pairs

Change the paragraph given, from passive language to active language.

# Developing Effective Funding Proposals

## Mirroring the language of the funder

- Use **current buzz words**
- Use **funder's terminology**

## 7. COMING UP WITH A CATCHY TITLE

While this may sound a bit trite it really can make the difference between your project proposal being read or not. If you can make it an **acronym** all the better.