PROPOSAL WRITING FOR NON-PROFIT
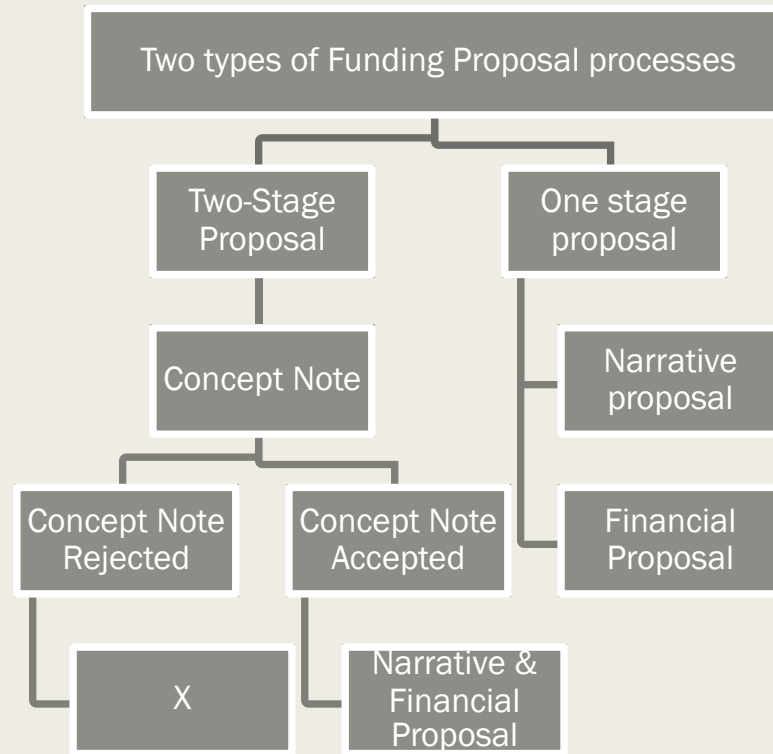
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Proposal Writing for Non-Profit Organizations

What is a concept note?

■ Concept note is the brief description of the project that tells the basic idea you want to pursue through the project. It contain the type of activities, broad timelines and objectives

■ When to Submit a Concept Note?

   – *Concept note can be submitted to donors in response to formal call for proposal or without the formal call for proposal from donor.*

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Length and Contents of the Concept Note

■ **Length** of the concept note varies from donor to donor. Some donors like EU prefer 4-5 pages concept note; other prefer 2-page concept note.

■ Follow the donors guidelines strictly for number of pages and contents of the concept note

■ For unsolicited concept note, keep the length of the concept note maximum to 2 pages

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Template of Concept Note/EU

- Background to the preparation of Action

- Always try to link it with previous action by you or by any other organization

- Explain the objectives of the action

- Describe stakeholders, their attitude towards the action and any consultation held with them

- Briefly describe type of activities and outputs

- Broad timeframe

- Relevance of the Action to the objctive

- Target groups

Difference between Stakeholder and Target Groups and Beneficiaries

- It is very important to know difference between Stakeholders and Target groups: Most of the proposals confuse the two terms

- **Stakeholders**: A stakeholder is a party/person/institution/entity that has an interest in the Action. Stakeholders can affect by the action or they can affect the action.

- **Target Groups**: Target groups are the groups who will be positively affected by the action and with whom the operation will work very closely.

- **Beneficiaries**: Beneficiaries are groups or entities who benefit from the action. These may include target groups and the groups who have not been targeted directly during the action.

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Think

■ Think of a group who is the beneficiary of the DLG program but you have not worked directly with that group.

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Usual Mistakes we do in concept note

- It is prepared and presented without propoer research.

- It is over-ambitious: High objectives are set; Number of activities are not manageable

- No homework on budget: Sometimes activities actual budget is more than the budget limit and vice versa

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Parts of a Narrative Proposal

- Introduction

- Background

- Objectives

- Methodology

- Activities

- Activities-Output table???

- M&E plan/ Evaluation

- Sustainability plan

- Communication plan/Donor's branding

- Logframe/Result sheet

- Intoroduction of your organization

- Past relevant experience

- CVs of the project team

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Objectives

- S=Clearly state the outcome; e.g. to raise the literacy rate in district Ziarat, to decrease the under-five mortality rate in KP

- M=That can be measure, e.g. training of 20 journalist

- A=That can be achived within the proposed project cycle, e.g. 100% literacy rate might not be attainable

- R= Realistic, e.g. legislation of 10 laws in National Assembly may not be a realistic target in 4 years project

- T=Timebound, clearly state that at which stage of the project the objective will be achieved

Litmus Test of A Good Objective

- It is transferable into a quantitative result for target group/beneficiary.

- Objective: Raising awaress among citizes about right to information

- Result: Awareness raised among citizens about right to information

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Methodology

- What are the methods of implementation and what is the rationale behind this methodology

- State the team being proposed for project implementation and its structure

- Role of different stakeholders, e.g., government officials, IPs

- Clearly state if program is the continuation of a previous intervention

- Describe if the project is complementing another action in the area especially an action supported by the same donor

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Activities

- While writing description for activity ensure these 4 points are addressed (OTR^2)

- What you want to do?

- Responsibility: Who will do it?

- Rationale: Why this activity is necessary?

- Timeline: When the activity will be conducted?

- Output: What you want to achieve from the activity?

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Essentials of M&E Plan

- Identify program goal, outcomes, objectives

- Define your indicators

- Determine baseline

- Data collection method and frequency

- Responsibility

- Analysis plan and reporting template

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Difference between Monitoring and Evaluation

Monitoring

- Monitoring is a contineous process
- It measures the efficiency-deals with outputs, actvities

- Usually carried out with internal staff, e.g. Manager M&E

- M&E reports are for the consumption of project staff

Evaluation

- It is done occassionlly, e.g. yearly, mid-term, end of year
- It measures the effectiveness-deals with sustainability, project goals, achievements etc
- Usually carried out with external staff, e.g. consultant (but large organizations also have internal evaluation system)
- Evaluation report are for higher management, donors and beneficiaries

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Communication Plan

- Always give a paragraph on communication plan/donor branding

- Some proposal template ask for this plan; if even not asked, always touch this topic

- Funding agencies are always interested about the publicity they get from the project

- Even if there is no separate budget for such event, plan for some publication, newspaper advertisement, social media campaign and relate these activities with the publicity

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Some **Must** of Narrative Proposal- Chef Secret

■ Always try to link your project with SDGs (even if not required by funding agency, it will add value to your proposal)

■ Always make enviornment your cross-cutting theme

■ Always narrate how your action will promote gender equality

■ Always mention that how your project will include PWDs, Childern, Minorities and other disadvantageous groups

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Financial Proposal

■ Provide as much detail as possible

■ Always breakdown the budget lines: e.g. which is better presentation

■ Provide budget notes/explanation of expenses

■ Keep the admin cost under control: Donor prefer 5%, bear 7.5%, tolerate 10%, annoyed >10%

■ Make a good procurement survey/market survey before quoting prices in financial proposal

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