

Interpreting Call for Proposal



26 JULY 2018

PRESENTED BY:

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Introduction

1

Calls for proposals refers to the mechanism whereby a selection process is launched to choose candidates on a competitive basis

2

Calls for proposals are publicly announced

3

Information is provided on the type of projects that will be considered for funding and on specific conditions to be met in each Call for Proposals

4

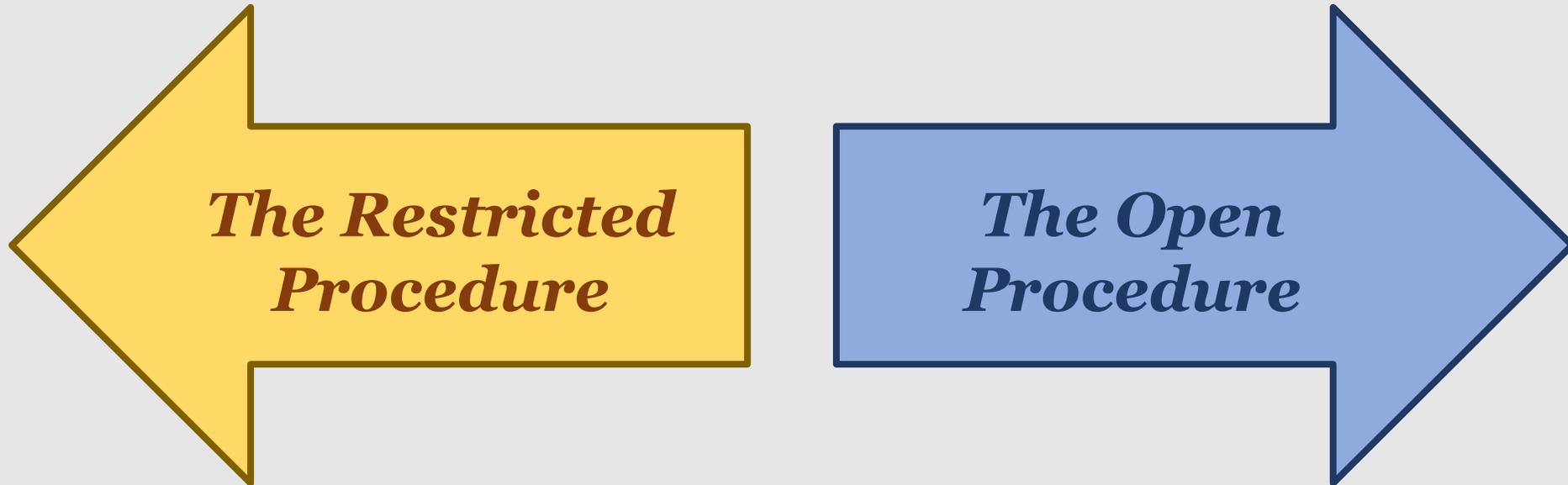
Only part of the proposed projects will pass the selection test

5

Calls for proposals are the primary means through which grants are awarded

2 Procedures of Calls for Proposals

In general, there are 2 procedures used by funders in calling for proposals:



The choice of procedure will depend on the technical nature of the field, the budget available or the expected number of proposals

Procedure: 1. Restricted



This procedure splits the evaluation process into 2 phases



The minimum period between the date of notification of shortlisted applicants and the deadline to submit the full application form is 45 days

In the first phase, an applicant submits only a concept note

The shortlisted applicants are then invited to submit a full application in the second phase

The number of concept notes that can be preselected depends on the sum of the grant amounts requested by the highest ranking proposals, which cannot be foreseen in advance.

Procedure: 2. Open



This procedure requires the submission of a concept note and full application form at the outset of the application process

Links to Funder



When funders call for proposals, they usually state:

- ✓ *Guidelines*
- ✓ *Requirements*
- ✓ *Application procedures*
- ✓ *These may vary between one funder to another*



- *Read request for proposals and instructions carefully*
- *Re-read the instructions and highlight:*
 - *Keywords the funder emphasizes or uses frequently*
 - *Statements that match our project's focus and goals*
- *An effective proposal makes it clear to the reviewer that the project matches the funder's priorities*

Next Step



Composing a GRANT PROPOSAL

Proposal Components



26 JULY 2018

PRESENTED BY:

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Introduction



A grant proposal is a request for financial assistance to implement a project

1

Consider the grant proposal as a presentation of our work and efforts to work with and meet the needs of the community

2

Proposal writing is a skill and requires considerable knowledge in many disciplines

3

It is important to write a proposal which attracts the required funding

4

Key Point



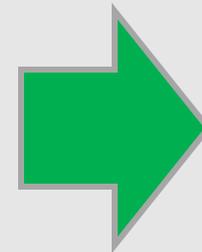
A lot of the work happens before we begin writing:

Determining exactly what we want to do

Stating exactly why our project is important

Defining exactly how our project fits with the *funder's priorities*

Deciding exactly what to include in our proposal



This is the conceptualization of our work

Think about things like...

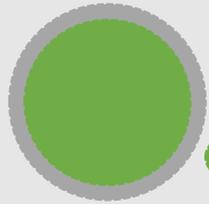


- ✓ *Problem*
- ✓ *Strategy*
- ✓ *Customers, Users,
Payors*
- ✓ *Value Proposition*
- ✓ *Financial
Sustainability*
- ✓ *Monitoring &
Evaluation*
- ✓ *Path to Scale*

Proposal should include the benefits



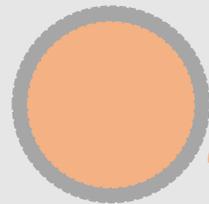
Provide economic benefit for area or community



Have a high probability to success

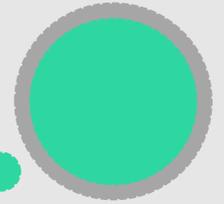


Address a strategic priority

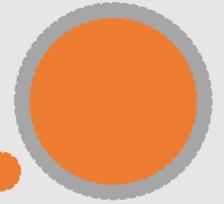


Demonstrate need for financial assistance

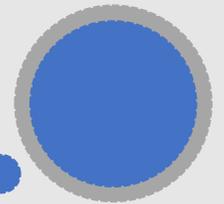
Be economically viable



Have a stakeholder support

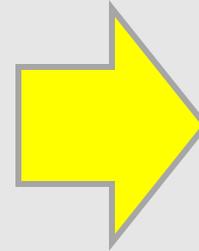


Be consistent with development strategies



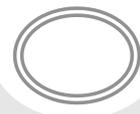
Easy Language

- *Many grant reviewers are generalists rather than specialists and/or may not be experts in the specific field of our project*
- *They may not have specific technical or methodological knowledge for our project*
- *Effective grant proposals are written in easy, conversational language*
- *Write it plainly*



- ✓ *Short sentences*
- ✓ *Short paragraphs*
- ✓ *No jargon and no clichés*
- ✓ *Avoid figures of speech and idioms*
- ✓ *Active better than passive*

4 Basic Areas



Although guidelines, requirements, and application procedures of one funder may differ from another, there are four basic areas a grant proposal should address:

1. Concept

Funders want to know that a project fits with the overall direction or mission of our organization and that it is addressing a compelling issue.

2. Project/activity

Funders review the scope of the intervention, whether it be a project or activity, and how it will be implemented, including anticipated outcomes, staffing, timeline, monitoring, and evaluation.

3. Organizational Capacity

Funders are interested in evidence that our organization has adequate capacity to implement the proposed activity and that their grant will be used efficiently.

4. Budget

Funders check to see if the budget corresponds with your anticipated outcomes.

4 Basic Areas: (1) Concept & (2) Project



1 *Contain a clear idea of the project*

- How does the proposed project reflect the mission of our organization? What is the context in which we work? What are the issues that the project will address? Why are these critical to situation in which we work?

2 *Cover detailed and organized information about the project*

- What are our goals, objectives, and activities? Who are the stakeholders we will work with, how have they been consulted, and how will they be involved? What is the timeline and required resources (financial and staffing)? How will we measure the success of our project?

3 *Consider the impact*

- What are the intended results? What changes will occur as a result of the project?

4 *Consider the sustainability*

- How will we monitor and evaluate the project? How will the project continue after the grant?

4 Basic Areas: (3) Organizational Capacity

The proposal is also an opportunity to articulate our organization's capabilities and demonstrate accountability to our stakeholders



4 Basic Areas: (4) Budget



What materials, supplies, etc do we need to accomplish our goals?

What funding or resources are already committed to the project?

Have we provided a fair estimate of the hours needed, the cost of materials or supplies?

If travel is involved, where are we going? Have we estimated the cost of getting to my destination, the cost of lodging, food, entrance fees, local transportation?

5 Key Statements



Problem statement

The “why?”

State the problem we are going to address

Give some sense of importance, scale/size (if possible)

Need statement

Our overall project objective

What we are requesting funding for

Make sure it matches our problem statement

Process statement

High level statement of our execution plan

State how we will accomplish the stated goals/objectives

Impact statement

Statement of our anticipated impact

Must include quantification and context

Sustainability statement

How we can scale up and sustain our project impact

How it can be implemented more broadly

Include financial and social sustainability

Grant Proposal Sections (1/3)



No	Component	Description
1	Background/Knowledge in the field/Literature Review	<ul style="list-style-type: none">• Sets the tone of the proposal• Outlines the goals of the project, timeline, and enough background• Include documentation, references, and a review of literature to highlight how the proposed project is different and unique from other projects
2	Project Goal and Objectives	<p>Goals and objectives are different and are clearly separated in the proposal.</p>
3	Project Description	<p>It is the heart of the proposal and is the primary concern of the technical reviewers.</p> <ul style="list-style-type: none">• Establish the need for the project and the benefits derived• Distinguish between long-range goals and the short-range objectives for which funding is being sought• Develop a clear timeline for your objectives• Clearly define the focus of the project, including its limit• Clearly identify the means of evaluating the data or the conclusions• Clearly describe the connection between the objectives and the methods to show that the approach is carefully developed and thought out.

Grant Proposal Sections (2/3)



No	Component	Description
4	Project Impact, Significance, or Purpose	<ul style="list-style-type: none">• <i>What will happen as a result of the project?</i>• <i>How will it make a difference in the community?</i>
5	Project Design or Methods	<ul style="list-style-type: none">• <i>Spells out in specific steps and procedures how the project will take place</i>
6	Organization Information	<ul style="list-style-type: none">• <i>Background, governance structure and composition, mission, past accomplishments, staff qualifications, internal controls, legal status</i>

Grant Proposal Sections (3/3)



No	Component	Description
7	Budget	<ul style="list-style-type: none">• <i>Spells out project costs and usually consists of a spreadsheet or table with the budget detailed as line items and a budget narrative that explains the various expenses.</i>
8	Monitoring and Evaluation	<ul style="list-style-type: none">• <i>How project will be monitored and evaluated to ensure that the project is on track and that the result are being achieved</i>
9	Scale Up	<ul style="list-style-type: none">• <i>Are there lasting benefits after the intervention?</i>• <i>Are there key partnerships with other civil society organizations, development agencies, or government that will help sustain the project?</i>• <i>How will the project continue after funding?</i>• <i>What is the plan for the project's future?</i>

Where to put the 5 Key Statements?



<i>Key Statements</i>		<i>Grant Proposal Section</i>
<i>Problem Statement</i>	→	<i>Background</i>
<i>Need Statement</i>	→	<i>Project Goal and Objectives</i>
<i>Process Statement</i>	→	<i>Project Design or Methods</i>
<i>Impact Statement</i>	→	<i>Project Impact, Significance, or Purpose</i>
<i>Sustainability Statement</i>	→	<i>Scale Up</i>

Monitoring & Evaluation (M & E)



- *We need to describe how we are going to monitor the project to ensure that it stays on track*
- *Monitoring, control, follow-up, and evaluation should be incorporated throughout our proposal*

4 Aspects of M & E



- **Project Monitoring:** *How project costs, quality, schedule, and scope will be monitored, controlled, and corrected if necessary*
- **Best Practices:** *How we plan to capture and record what we learn from our project so it can be applied in the planning and execution of future projects*
- **Accounting:** *The retention and recording of financial information. Accounting is very important to funding agencies. It must be transparent and accurate*
- **Project Output:** *Determining the success of our project's end product. There should be emphasis on reporting the effects of the project on the target group (beneficiaries)*

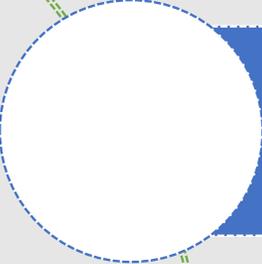
M & E Activities



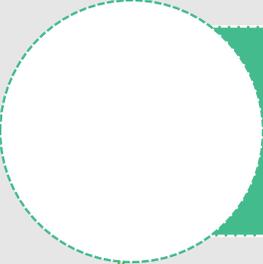
M&E activities vary depending on the nature of the project

- *For small proposals, the provision of invoices along with a two or three page summary report at the end of the project may suffice*
- *For larger, long-term projects, a regular detailed narrative report could be required. These reports may include information the extent to which:*
 - *the objectives have been reached*
 - *the reasons they were not fully reached, and*
 - *offer suggestions about changing the objectives if they need to be changed*

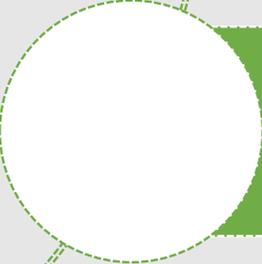
Follow-Up



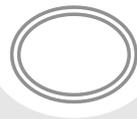
Sometimes proposals require some clarification. In your proposal cover letter, express a willingness to be interviewed personally by the funding agency



After submission, try to open up phone or e-mail conversations with those reviewing the proposal and offer to provide any clarification or additional information which may be required



Approach funding agencies as partners and do not adopt an adversarial tone



~ Thank You ~

References



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