



Proposal Writing Tips

Grant seekers usually enter the grants arena with many questions.

“Is grant writing really worth my time?”

“What are my chances of getting a grant?”

“Is it easier to get public or private grants?”

“How do I know what grant makers really look for in a proposal?”

“Do I have to know the ‘right people’s in order to get a grant?”

“How much money should I ask for in a grant?”

Questions like these—and many others—often translate into one fundamental question, **“Is it all really worth it?”**

For those organizations that received part of the over **150 billion dollars** given last year in grants, the answer is clearly

“Yes, it really is worth it.”

But How can I start?

There are three main steps to follow in successful grant seeking.

First, you must identify potential grant makers who would be interested in supporting your project.

And I will provide you with the great contacts.

!!

Second, after you have identified your list of potential prospects, you must contact key people who can help you plan your proposal before you start writing.

Third, after you have qualified your prospects and planned an effective approach, you must produce a carefully written, well-reasoned proposal.

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So How it will be reasonable? For that it has to includes:

1. Who you are.
2. What you want.
3. How you are going to do it.
4. What it will cost.

The following items can be included in the package you send to a potential funder.

➤ *Cover Letter*

Be sure the cover letter is addressed to the correct person. State who you are and a couple of sentences about the proposed project. Give the name and phone number of the person to contact for further information.

➤ *Abstract or Summary*

A clear and brief summation of your proposal.

➤ *Introduction*

Establishes the organization's credibility. Includes background, accomplishments, etc.

➤ *Statement of Need*

Why is what you are proposing necessary? Document the need with statistics if possible.

➤ *Objectives*

Refine your idea and tell what you expect to accomplish. Be realistic. Make objectives measurable if possible.

➤ *Methodology*

Activities and tasks to be carried out to accomplish objectives.

➤ *Evaluation*

What methods will be used to analyze your results and refine your program.

➤ *Future Funding*

How will the program be funded in the future?

➤ *Budget*

Translates methods into dollars. **Should be adequate and clear.**

➤ *Appendix*

This may include such items as a copy of your IRS tax exempt letter, endorsement letters, names and occupations of your Board of Directors, list of past support from other funders and applications pending, a copy of your latest annual budget, etc.

Always note that :

A good proposal requires more than just filling in the blanks on an application form. And that's the **aim of this product** in order to help you to be the best...

- **Develop your concept first.** A fully developed idea can be transformed into a proposal more easily. Review relevant documents and research to find out what others are saying and doing to familiarize yourself with previously funded projects in your subject area. The more you know before you start writing, the better.
- **Read before you write.** Carefully read the guidelines, application form and other instructions before preparing your application. Understand the program mandate and the objectives of the funding initiative. Collect all the information you will need to complete your application.
- **Knowing what is required** and having the facts at your fingertips will make the writing process simpler.
- **Spend time on your application.** Gathering the information you need, establishing partnerships and writing a well-documented proposal takes time. Allow sufficient time to produce a document that showcases your project and demonstrates your management capacity.
- **Draw the big picture.** Tell us about your organization's vision. Explain why the project is important and how it could be helpful to others undertaking similar work. Describe the difference the project will make to the learners involved, and clearly link these results to other issues in the community.
- **Prove it.** Don't make a statement you can't back up. Document the need for your project with appropriate statistics on the scope of the

problem and how it affects the community. Be prepared to substantiate the stated accomplishments of your organization, contributions by partners and all budget items.

- **Make the connections.** Make sure that all parts of your proposal, from the goals and objectives to the action plan, budget, expected results, evaluation framework, and the plan for disseminating results, are logically connected and leave no loose ends.
- **Keep it simple.** Write clearly and avoid using jargon that others might not understand. If a reviewer cannot understand your proposal, chances are they will not recommend it for funding. Use the application form. The form makes it simple for reviewers to find the information needed to make a positive recommendation.
- **Be complete.** The only information reviewers will have when assessing your project is your completed application form. Answer all questions in sufficient detail so that a reader unfamiliar with your project will understand your goals, plans and expected outcomes.
- **Ask for help.** The funding application, guidelines and other instructions have been designed to answer most of your questions. If after reading them, you encounter other problems or would like to discuss a concept before submitting your proposal, we welcome your email or phone call.
- **Proofread.** If your proposal is incomplete or your calculations are incorrect, reviewers may conclude that your organization does not have the capacity to manage a project. You may want to ask a colleague, not involved in writing the proposal, for a second opinion before submitting your application.
- **Emotional pleas usually do not work well.** But let your work do that. through Sticking to the instructions . presenting measurable outcome objectives for projects that will deal with people.
- **The "trust me" approach is rarely successful,** particularly with a funding source who does not know you. Clearly spell out how you will accomplish your objectives, who will be responsible for each major

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activity, and when each activity will be undertaken and completed. A detailed evaluation plan is also a must. Generally, it is insufficient to say only that the evaluation plan will be developed and implemented during the project period.

- Remember that most funding sources want to support projects that **will make a major contribution to a discipline or to human welfare**. They are looking for new approaches to problems, particularly those that can have a broad significant impact.
- At all costs, **avoid using the word "unique,"** as very few things are truly one of a kind in today's world. "Innovative" and "novel" are frequently used in place of "unique." However, if you use these adjectives to describe your project or approach, clearly explain how your idea is different .
- Do not use **"To Whom It May Concern"** general support letters. Use general letters of endorsement that do not address your ability to carry out your project extremely judiciously.
- **Do not spend a lot of money on fancy report covers** or multi-color presentations. Expensive production jobs rarely impress funding agencies as they are looking for a good proposal, not a splashy presentation.
- **Put meaningful titles on your proposal.** Short is actually better than long. Don't make your reader being exhausted as reviewer often look first for reasons to reject vs. accept. Excess material simply gives them more opportunity to reject.

Why I didn't get the fund!!

Some Common Reasons Why Proposals Are Rejected

1. What am I funding?

Failure to explain what the donor is actually purchasing (funding) – eg in regard to a project focusing on caring for PLWHA, they will want to know to what extent will the project improve PLWHA health. If it is difficult to specify the health output/aim (eg infections prevented), then

tell them how another, intermediate objective (eg publications distributed), results in the health output/aim being achieved.

2. Does your project duplicate existing projects?

Failure to explain how the project will fit in with other existing projects and programs (context). All donors are concerned about the risk that proposals will duplicate existing work. You should explain how your proposal fits within your surrounded community.

3. Who are the beneficiaries of your project?

Failure to clearly identify and explain who will be the beneficiaries of the project. Not just the principle target group (eg HIV+ people), but also the wider beneficiaries (eg women, children, minority groups, disabled people).

4. Will your project be fulfilling a need?

Failure to explain how the projects objectives meet clearly identified need/s ‘who said it was a need?’ – evidence (refer to statistics, reports, etc)

5. Does your projects goals and aims link with your objectives?

Failure to effectively link lower level objectives with overall goals/aims – eg how does supplying blankets to people with HIV improve their quality of life?

6. Does your project have a realistic timeframe?

Failure to convince the donor that there is a high likelihood that the project will succeed within the specified timeframe. Benefits will be delivered, goals, objectives and work plan are realistic, effective performance measurements will be undertaken.

7. Does your project work with the community?

Failure to take into account gender and environment issues and how the project will work with the community ie facilitate community participation.

8. Will your project's impacts be sustainable?

Failure to address issues of sustainability and impact – what effect will the project have in the short, medium and long-term and which of the

projects outputs (achievements) will be sustainable after the project is completed.

9. Is your project value for money?

Failure to convince the donor that the project is ‘value for money’ – cost/benefit ratio.

It also May be due to :

1. Poorly written
2. No evidence of innovation or uniqueness
3. Insufficient technical details
4. Research has been performed
5. Unclear plan for going from Phase I to Phase II
6. Failure to demonstrate ability to commercialize
8. Unclear about feasibility, risks, or solution
9. Lack of credible of your organization or one of the team members
10. Too much background - inadequate details of who, what, where, why, when, how

Finally :

DO NOT GIVE UP! Refine your idea and polish your proposal and resubmit it may some mistake out of your hand was the reason for not getting the fund and also be aware that rarely proposal rejected due to the idea no it is almost due to your way of marketing or your target grant provider.

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