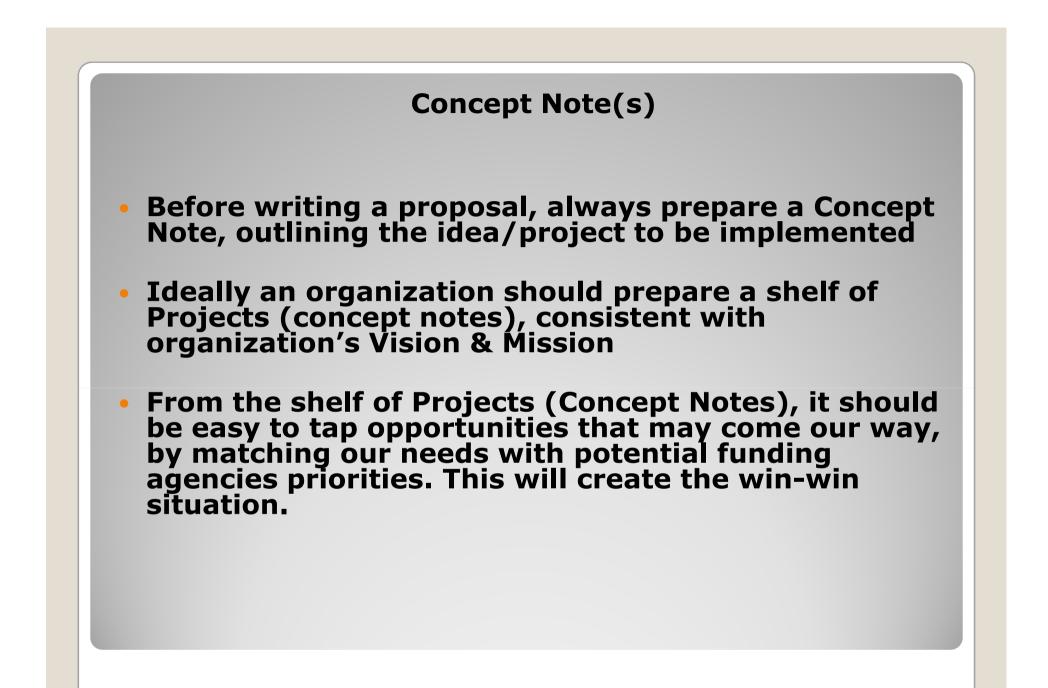# Project Proposal Writing

BY
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- Thought for the Day

- If it is to be done,
  why should it not be done by You? And why should it not be done by You now?

- Begin somewhere, it is no use building castles in the air.

- When I move on to the Other Side, they will not ask me: "What plans did you make?"
  They will ask me: "What did you do?"

Concept Note(s)

- **Before writing a proposal, always prepare a Concept Note, outlining the idea/project to be implemented**

- **Ideally an organization should prepare a shelf of Projects (concept notes), consistent with organization's Vision & Mission**

- **From the shelf of Projects (Concept Notes), it should be easy to tap opportunities that may come our way, by matching our needs with potential funding agencies priorities. This will create the win-win situation.**

The Basic Steps in Planning & Writing

•Successful proposal writing is not complicated.
• However, it does take a considerable amount of preparation & Good organization.
• Before writing a proposal, or completing a grant application, a
• grant-seeking organization must engage in adequate preliminary
• research & pre-proposal work.
• It is also important that an organization's proposal reflects
• basic research undertaken by the organization and not the
• imagined service gaps which may exist.

10 Key components that a Grant Proposal should include

- *Cover letter*
- *Title Page*
- *Summary*
- *Problem Statement*
- *Objective*
- *Methodology*
- *Evaluation*
- *Future Orientation*
- *Budget*
- *Appendices*

Cover Letter

□ *should demonstrate your excitement for the project and attempts to convince the funding source to provide financial support. The first paragraph of the Cover Letter tells the funding agency who you are & what you do, preferably in 25 words or less.*

- ❑ **The next paragraph should state the problem to be addressed by your project.**

- ❑ **Then the solution or method to address the project is described.**

- ❑ **The last paragraph demonstrates your excitement for the project and attempts to convince the funding source to provide financial support for the project.**

Summary

 A Good summary:

❑ Identifies the applicant organization and establishes its credibility.
❑ States the need or problem to be addressed.
❑ Outlines the objectives of the funding.
❑ Outlines the specific activities to meet these objectives
❑ Specifies the time period during which the activities will be accomplished

Writing Proposal may be for:

- Identified Funding Agency, or
- Potential Funding Agency(s), to be identified
- Trusts & Foundations
- Government Grant-in-Aid
- Corporate Social Responsibility
- Individuals, Groups, Associations
- Others

Research

- **Research priorities of identified funding agencies**

- **Match your proposal with funding agency's priorities**

- **In case of CSR, Research Corporate's Business and how your association with the Company will create a win-win situation for both entities**

- **In addition to funds, can you use company's expertise or products in your proposed project or development of your organisation.**