Project Proposal Writing

Who is the proposal for? This may determine the type of presentation and format you use. The important thing is that you are clear in your mind what you want to achieve with the community.   
  
Some funding agencies send a questionnaire or have their own set formats for proposals. Generally though, if you have a well-written standard proposal and summary it can be used in most cases.  
If working with governments or large donors make sure you read up on their criteria for funding a project. In some cases you may need to write a specific proposal.

**Elements of the proposal**

1. **Project details** – Contact details, project name, dates (duration of the project), place, beneficiaries and how much you are asking for.

1. **Contents** – Larger proposals, especially with lots of appendices will need a list of contents.

1. **Background** – General (geographic, climate), cultural, social, political and economic, history of the target group (why they face the situation they are in), local church, relationship with other organisations and local government, possibly a map.

1. **Project Planning** – How did the idea of the project arise, who decided to set up the project, who planned the project?

The Community you are targeting – What part do they play in decision making, activities and monitoring of the project.

How will the environment be affected?

Justice issues – describe in what way the project will seek to address the bigger picture and cause of the problem.

The local church – describe how they will be involved in the project.

What spiritual impact will the project have?

1. **Goal/Main objective**. Should come from planning stage

1. **Objectives** – SMART.  **S**ustainable, **M**easurable, **A**ttainable, **R**ealistic, **T**ime-bound

1. **Activities to support the objectives.** Give methods or resources that will be used to carry out the activities. (Types of training, particular books, recognised methods.)

1. **Training activities**. For the staff and beneficiaries

How you plan to hand over responsibility for the project.

1. **The implementing agency** – Details of staff and qualifications (local and ex-pat.) If you need to recruit staff give details how you will do that.

Give any appropriate examples of other projects in the area, which you have successfully carried out or similar work in a different location where you have gained experience.

Describe management structure of the project and how it relates to the organisation as a whole.

If applicable give details of the board or committee of your organisation.

1. **Risks** – Give good consideration to the external factors that could effect the project. Show you have thought through possible problems and made contingency plans where possible

1. **Monitoring of the project.** Give details of the base line survey and how the project will be monitored. Include frequency and methods used (surveys, discussion groups, records etc).

Say when you will submit reports – six monthly, annual etc

Evaluation (‘snapshot’ of the project at a given point). Some agencies ask for this with an external auditor. Normally can do it yourself. Say when it will be done (after 3 years for example) and by whom.

1. **Time Frame.** Month by month planning – what will be achieved by when.

1. **Budget.**

Period covered by the budget – clearly marked columns.

Currency being quoted – use the same currency throughout the project.

**Income** – Clearly identify expected income including sources like grants, local income, other income, grants from sources other than where you are making the request.

**A budget is NOT a wish list. Need to show where the money is coming from to balance the budget.**

**Expenses** – Capital and set up expenses. Mention whether large items will be used or new and if possible for how long they will be part of the project. Some larger donors may ask for depreciation figures.

**Recurring expenses: Suggested Headings**

Salaries & Wages Who, what job, how much

Staff Costs Travel expenses, training, insurance, per diems

Project Expenses Seeds, medical supplies, books, per diems – depending on the project

Vehicle running expenses Petrol, maintenance etc.

Office/Admin expenses Rent, telephone, utilities, office supplies

Repairs and Maintenance Buildings, equipment

Miscellaneous Expenses Anything one-off or doesn’t fit anywhere else

Evaluation Costs Auditor

Fund Raising Support Office or direct fund raising costs

Contingency Usually around 10% of budget

Include bank details and preferred method of transfer.

Note: Donors may look at cost per beneficiary, it is good to be aware of this.

**Appendices** - Have a section at the end where you can include statistics, logical framework, maps, diagrams, references etc, which are referred to in the main proposal.