How to develop the content of the project proposal

Goal of the module:

- To provide the participants with knowledge and skills on developing project proposal with content relevant to organizations mandate and call for proposals

Audience: 6-12 participants

- Heads of organizations,
- Senior management of CSOs
- Members of CSOs involved in fundraising

Resources needed:

- Sample call for applications

- Sample background materials

- Expert knowledge carrier

- Brief description of relevant policy papers

- Brief description of recent and acting projects

Introduction: Structure of the proposal
Duration: 30 min

- Goal and Objectives

- Background/ Situation Analysis

- Activities

- Indicators

- Monitoring and Evaluation

- Sustainability

Step One: Reading the Call
Duration: 1 hour

- Exercise 1: The participants divide into small groups 2-3 people depending on overall number of trainees and read the sample call.

Questions to the participants:

- What key points from the call should be taken into account?

- What questions and action points should the perspective proposal writer identify for him or herself?

Step Two: Background
Duration: 1 hour

- Getting familiar with the situation in the field

- Identification of key documents in the sector outlining donors approach, government approach, other key players approach

- Identification of past projects and acting projects in the sector

- Identification of reliable data that can be used as baseline or justification

Exercise 2:

The trainer provides participants with all sample materials and gives them time to go through them and develop questions for the expert:

Group work is followed by improvised interview with the expert

Step Three: Identifying the main idea
Duration: 30 min first part, 40 min second part, 1hour third part

What is Goal and what are the Objectives? Introducing the Logframe.

Exercise three:
Based on the results of the previous sessions
The groups start to develop the major idea of the project
Develop the Goal and Objectives and a brief justification

Exercise four:

After the introduction of the main ideas and the discussion the group work continues. Groups draft the logframe and elaborate major project activities

Step Four: Division of responsibilities

Exercise five: Presentation of logframes and brainstorming.

- Groups introduce the logframes they have developed and based on the presentation the trainer selects one of the logframes for further discussion. Duration: 40 min-1 hour depending on the number of participants

- Participants brainstorm on what should be improved in the logframe. Duration: 1 Hour

Team work: The trainer introduces how the proposal writing team can work.

- Main proposal writer

- Supporting person

- Reflective reader

- Final reader

Wrap up session: Duration 1 hour

- The trainer facilitates the wrap up session and asks the participants to identify key aspects, skills and tips for proposal writing.
- Participants discuss what went right what went wrong during the training.