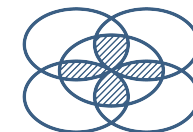




# Training – Proposal writing



Flood-Based Livelihoods  
Network Foundation

# Proposal writing

- Tenders
  - Competition on price/quality
  - Predefined terms of reference
  - Budget ceiling defined
- Grant Proposals
  - Competition on relevance/approach
  - Broad fields predefined
  - Budget range defined

# Tender Proposals

- Different donors have different standard procedures and formats
- For each project different scoring criteria (cost, approach, cv's) – important to know
- Process
  - Expression of Interest
  - Shortlist
  - Technical and financial proposal

# Preparation

- Study terms-of-reference including contractual arrangements (input-based, lumpsum-based etc)
- Visit clients to find out priorities and suggestions and establish contact
- Try find out scoring criteria
- Prepare attractive looking proposals (clear text, illustrations, markers)

# Typical content tender proposal

- Introduction
- Comments on terms-of-reference
- Approach
- Workplan
- CVs
- Financial Proposal (separate)

# Comments on terms of reference

- Start with words of praise..and continue in positive fashion
- Use this to correct things that you think are not workable/ correct; may need to be added or clarified (assumptions in your approach)

# Approach

- Take terms-of-reference and write your own approach
- Make sure you do not deviate too much, cover all the points
- Refer occasionally to your own earlier experience and capabilities
- Show solid knowledge and sound imagination
- SUGGESTION: look at relation between consultancy services and operational budget, as the effectiveness of the first is very much dependent on the latter

# Workplan

- List out all activities
- Provide time-line for it (consider using Microsoft Project)
- Make matrix of which team member will be responsible for each activity
- Give summary descriptions of responsibilities within the team



# CV's

- Use donor format
- Emphasize the strong points of key person for the project (rewrite CV)
- Not too long not too short

# Financial proposal

- Very important!
- Safeguard your margins on fees and on operating costs
- Be very clear on what you are supposed to pay and what not
- Make sure no double-counting occurs
- Consider 'pro memory' items

SPECIAL TRAINING WILL BE PROVIDED

# Grant Proposals

- CONCEPT DEVELOPMENT
- CONTACT WITH DONOR
- FINALIZE PROPOSAL



LEAD CD

# Grant Proposals

## CONCEPT DEVELOPMENT

- Define problem
- Identify project proponents
- Identify partners and other stakeholders
- Stakeholder consultation and support
- Consolidate partnerships:
  - Clear objectives
  - Not too many players
  - 'Champion' in each organization
  - Real contributions

# Proposal for Grants

## CONCEPT DEVELOPMENT

- Context, problem definition
- Objectives
- Scope and scale
- Description of partners
- Tentative cost estimate
- Tentative timeframe

Assess the concept internally on donor priorities:

Problem definition

Relevance

Scientific and technical merit

Capacity building

Gender considerations

Human and institutional resources

Complementarity

Sustainability

General research soundness

Development relevance

Ethical considerations

Assumptions and risks

Environment

Monitoring and evaluation

# Contact donors

To see whether concept fits in with scope and priorities

- Informal inquiry
- Formal inquiry

# Prepare proposal

- Basic information
- Project overview
- Background/ rationale/ goals/ objectives
- Info on partners
- Strategy, approach, workplan
- Budget
- Outputs and impact
- Risks and assumptions
- Monitoring and reporting
- Link proposal to objectives of WEC



# Prepare budget

- Do factfinding on major cost items
- Seperate:
  - Management/ administration costs
  - Direct hire
  - Consultancy fees
  - Training cost
  - Cost for producing resource material
  - Equipment and tools
  - Use of capital items
- In some cases define revenues from project too

## Budget should fulfill:

- Respects all funding agency financial regulations and standard rates
- Uses unit costs based on current prices
- Relates directly to input quantities and scheduling
- Distinguishes program from management costs
- Reflects a proportionate balance between program and management costs
- Provides sufficient financial resources to manage the project effectively
- Provides sufficient detail without compromising financial reporting ability
- Presents an attractive cost/benefit package