NETWORK

[Organisation Name]
[Date]

Proposal for

[Project Name]

Summary

Many readers lack the time needed to read the whole project proposal. It is therefore useful to insert a short project summary, which states:

- Problem and the opportunity
- Project objectives
- Key activities
- Project timelines
- Total project cost and required funds

The summary of the proposal should not be longer than one-half page.

Problem Statement

Give some context information to educate the reader by describing the relevance or importance of the problem, providing some background information and relevant data from research carried out in the planning phase or collected from other sources.

- What is the problem or the need that is to be met?
- Why is the need important and urgent?
- What is the opportunity? Who are your direct and indirect beneficiaries?
- What do you do about the problem and why are you the right organization to do something?

Objectives

Define the scope of work. State your main goal and break it down into various objectives. Be sure to describe your goal in specific and measurable terms. Demonstrate that you can be successful in reaching them by showing some of the skills and resources you will bring, as well as referring to your previous successes.

- What are the goals and objectives of this project?
- Why are you likely to meet them?

Approach

Present the process by which you will arrive at the final goal. Describe your approach in detail and explain why your approach will provide the best solution.

- What working methods will be used to meet your objectives?
- Why is the method you have selected the best or the most appropriate?
- What are the major risks and mitigants associated with your approach?

Project Timeline

Set a clear timeline with activities and deadlines. You can use a Gantt Chart to graphically represent the phases of the project.

- What is the duration of the project?
- What are different phases?
- What milestones will you set?

Deliverables

Provide a detailed description of what you are providing and when you will provide it. Refer to tangible outputs that can be easily measured. Be as specific as possible.
- What are the expected outputs and achievements of the project?

Impact

Explain the larger impact that your project will create. Describe in detail the monitoring and evaluation activities that you plan do undertake during the project.

- What is the impact that you will create through the project?
- How will you effectively measure your impact?
- Which metrics will you use to monitor and report on it?

Budget

Give a detailed overview of the budget needed and provide information of how project funds will be spent.

- What is the budget for the project, and can you justify all the expenditure?
- What is going to happen when the funding runs out? Will the project continue on a sustainable basis?
- Have you already identified sources of funds? And if so what has already been committed to the project?

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