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Blueprint: Programme Proposal

Identification of Organisation	Understanding Partner's Need	Understanding Requirements	Proposal Writing	Agreement	Collaboration

A **Programme Proposal** is a written tool to outline services or programmes for their implementation at a partnering organisation, school or other institution. A proposal typically includes extensive information plans for implementing the programme, the way to manage it and the results to expect from it.

Need

- Organisation is in discussions with a potential partner and has already sent them basic information.
- The potential partner has expressed specific interest in adopting, funding, or helping to execute the programme/service.
- The potential partner/client has requested a proposal with detailed information about offering and costs.

Challenges

- Meet the information needs of the potential partner/client when writing the proposal.

Objectives

- To create a detailed proposal to present own programme/service.
- To enter into a partnership with an organisation, institution or client.

Contents of a programme proposal:

- Summary
- Objectives
- Work Plan
- Monitoring and Evaluation
- Budget

Keys to Success

- Understand the potential partner, their requirements, and their definition of impact.

- As soon as the plans of programme you are proposing are developed, write a general proposal explaining the programme so it can be ready any time there is an interested partner with only some additions and changes (rather than writing from scratch each time).
- Make proposals specific to the needs of the partner, tailor it as much as possible.

- If appropriate, do not talk too much about your organisation, talk about them and how they can benefit (depending on the nature of the relationship)
- Keep the proposal as simple and short as possible without missing out on important information.

- Win their trust before submitting the proposal.

Programme Proposal: Step-by-Step

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Identification of Partners

- Clearly identify potential partners and contact them to offer your programme, services or products.

- At a later stage you might be contacted by interested institutions. Having a list of criteria to outline your requirements will be helpful in selecting potential partners.

- You can also write **a general programme proposal** if you are not sure exactly sure which partners to target yet, and wish to share the proposal with stakeholders first. Then once partners are identified, any edits necessary to the existing general proposal can be made.

Understanding Partner's Need

- Do research and **gather information** about the potential partner:
  - What do they want to achieve, what is their vision?
  - What do they do and how do they do it?
  - With whom have they collaborated in the past?
  - What is their financial situation?

- The more you know about the potential partner the better you can **match your offering to their need and goals.**

Understanding Requirements

- When the potential partner has shown some interest have a personal conversation to **clarify** every point of the possible collaboration.

- Ask many **questions** to better understand them and their expectations.

- Clarify any concerns or questions.

- The information you gain through that discussion will help you in writing a proposal that is **tailored to the potential partner** and thus more likely to be accepted.

Proposal Writing

- Select an appropriate format and write a proposal based on your previous meeting with the potential partner.
- The **structure / broad components of the proposal** need to be added here: Summary/ overview of the programme; Overview of the organisation (including its competencies in designing and executing such a project; Objectives of the project ; Outcomes from the project v. Key activities and timelines & resources required; Support provided by the organisation to the potential partner; Expectations from the partner : time commitment, fees, etc.; Success stories
- Keep the **proposal simple and as short as possible.**
- Make sure that what you are description has a logical flow.
- Ensure that the document design is professional and attractive. Make it as graphical and less text heavy as possible.

Agreement

- Send the proposal to the potential partner for review and acceptance.

- If the potential partner accepts the proposal, you can then **draft a formal contract** or a less formal **memorandum of understanding**, which will be signed by both parties to close the deal.

- See also: Programme MOU

Collaboration

- Once a formal agreement has been signed the collaboration can start.

- Ensure that whatever you have outlined in the proposal is followed and **inform the partner** immediately in case of unforeseen events or challenges.