

Designing a Successful Project Proposal

Project Objectives:

- ☐ What is/are the problem(s)/challenge(s)/need(s) the project is addressing?
- ☐ Is the project addressing real challenge(s)/problem(s)/meeting real need(s)?
- ☐ Have research been done on the problem(s)/challenge(s)/need(s) e.g. meeting up with experts in the area and beneficiaries to ascertain the need?
- ☐ What is the cause of the problem(s)/challenge(s)/need(s) (*if applicable*)?
- ☐ What is the impact of the current problem(s)/challenge(s)/need(s) to be addressed?
- ☐ Who are the beneficiaries of this project?
- ☐ Are the objectives of the project clear?
- ☐ What are the desired outcomes?
- ☐ What will happen as a result of the project?
- ☐ What is the impact of the project?
- ☐ Is the outcome measurable?
- ☐ What are the key outcomes?
- ☐ What resources (existing and new) are needed?
- ☐ Is there overpromising and possibility of under-delivering?

Addressing the Problem / Approach

- ☐ How does the project address the problem(s)/challenge(s)/need(s)?
- ☐ How is this project different from other projects? What is its winning edge?
- ☐ Is there duplication of resources?
- ☐ Is there a detailed workplan with timeline?
- ☐ Has research been done to learn from others rather than reinventing the wheel?
- ☐ Have alternatives been considered and why is this the best?
- ☐ What obstacles / challenges are anticipated and how are these to be addressed?

Budgeting / Financial Management

- ☐ Is the budget realistic?
- ☐ Are there clear explanations of budget components?
- ☐ Are direct and indirect costs factored in?
- ☐ Are non-fundable components that will not directly contribute to the well-being of the beneficiaries excluded?
- ☐ What is the team's effort to raise the funds needed or is there total reliance on funding?
- ☐ What contingencies need to be funded?
- ☐ Is there sound management of funds e.g. reports

Other Funding Considerations

- ☐ Who are the stakeholders?
- ☐ Is there support from other stakeholders?
- ☐ Are there collaborations to ensure the success of the project?
- ☐ Are there Letters of Support or Letters of Commitment to support the proposal?

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Budgeting / Financial Management (Continued)

- ☐ Is there sustainability i.e. how will the project be continued even after financial support has ended?
- ☐ Does the project match the funder's purposes, goals and objectives?
- ☐ Does the proposal meet submission requirements i.e. is it complete, accurate and timely?
- ☐ Does the project meet scoring criteria (if applicable)?
- ☐ Is the proposal being sent as a "template" and has care been taken to ensure that the proposal is tailored for the application e.g. proposal reflecting the right funders' name.
- ☐ Has research been done on other "winning" proposals that the funder has awarded funding, to learn from them?
- ☐ What are the returns of funding i.e. how much funding is requested for compared to how much the project will raise?

Proposal

- ☐ Have you covered all grounds? You may wish to use acronym **BROAD-T** to determine if your proposal has covered all grounds:
 - Beneficiary - Which group of beneficiaries would you like to benefit with this project?
 - Resources - What resources are available and what is needed? What kind of support is needed from The Salvation Army? What is the budget breakdown? (see "Budgeting/Financial Management")
 - Objectives - What do you want to achieve? What impact? (see "Project / Programme Objectives")
 - Approach - How are you going to do it? (see "Addressing the Problem / Approach")
 - Details - What are the project details e.g. date, time and venue
 - Team - How many volunteers are in the team? What are their age ranges, skill profile and volunteering experience? Who is/are the contact person(s) if there is a need for further clarifications?
- ☐ Is the proposal presented in a format that is clear and concise?
- ☐ Are headings, colours, line spacing, tables, charts, margins, fonts, language being used appropriately?
- ☐ Are there spelling or grammatical errors?
- ☐ Has the proposal been read and understood by a "cold reader" (third party)?
- ☐ Can readers understand the proposal quickly and clearly?
- ☐ Is there an interesting project title?
- ☐ How will you be involving your funders e.g. inviting them for key milestones, reports etc?

Online Resources on Proposal Writing for Funding:

- <http://www.npguides.org/index.html>
- http://www1.nvpc.org.sg/npo_community/sub.asp?pid=89&sid=209&aid=333
- http://www.k12grants.org/tips/10_tips.htm
- <http://www.k12grants.org/tips/ReviewerTips.pdf>
- [http://www.k12grants.org/tips/more_tips2.htm#Nine Secrets of Successful Proposals](http://www.k12grants.org/tips/more_tips2.htm#Nine%20Secrets%20of%20Successful%20Proposals)
- <http://www.arc.gov/index.do?nodeId=102>

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- <http://www.k12grants.org/tips/ReviewerTips.pdf>
- [http://www.k12grants.org/tips/more_tips2.htm#Nine Secrets of Successful Proposals](http://www.k12grants.org/tips/more_tips2.htm#Nine%20Secrets%20of%20Successful%20Proposals)
- <http://www.arc.gov/index.do?nodeId=102>