

HOW TO WRITE REWARDING PROPOSALS

SHIRLEY SIRIMA
AFEW KENYA LTD

Maybe you have come up with an idea that you feel is really promising, but the boss has said well, am not sure but if you put your proposal in writing, I might consider it.

The more readable, interesting and well written your proposal is, the more likely people are to read it.

Cont.....

A proposal simply has a beginning, middle and end.
It has the three P's

Position; where we are now

Problem; why we cant stay there

Proposal; where we should go instead.

(e.g)Position; School not connected to a water supply

Problem; no water for cooking, watering, drinking etc

Proposal;start a water harvesting project

WHAT IS A PROPOSAL?

A proposal is generally a statement or a form of a report or a plan of an intended activity or activities towards causing a specific social change. All proposals are designed and written to persuade or convince an individual or an organization to buy a product, a service or an idea and persuade them to take a particular action. A proposal links benefits and needs.

Note that proposal writing is not about asking for money, it is about selling your idea. While funding organizations need to approve projects for funding which will succeed in fulfilling their own objectives.

OBJECTIVES FOR WRITING A PROPOSAL

- The main objective of writing proposal is to make an individual or organization aware of something they did not understand before and usually to persuade them to take a particular action.
- It provides basis for future monitoring and evaluation exercises.
- It helps in budget and expenditure control.
- A good written will provide basis for determining the viability or feasibility of the intended project.

COMPONENTS OF A PROPOSAL

- 1. Front page**
- 2. Project summary/ abstract**
- 3. Project justification**
- 4. Goal and objectives**
- 5. Strategies**
- 6. Implementation plan**
- 7. Schedule/ time frame**
- 8. Budget**

FRONT PAGE

- This section should state the project title, Name and location of the project, name of the implementing institution or agency,
- Names of organizations with whom the project is linked with (Donor), Period to be covered, physical address, contact person, account number, date of submission and budget

PROJECT SUMMARY/ABSTRACT

- It is brief summary about your project proposal. It is a brief overview of the proposal. It should include your project goal and objectives and activities. It is written last. Note that this might be the only part which is read by the donor as they so many proposals awaiting for approval.

PROJECT JUSTIFICATION

This section highlights the major problem or problems to be addressed by your project. State what has been done in the past to address the same problem, weaknesses of past efforts and how you intend to overcome the same weaknesses and fill up the gaps left as well as achieve your objectives. Prove how your project is well matched with the donor's broad vision, mission and objectives and how it will assist in achieve global policies.

GOALS AND OBJECTIVES

This area helps you to remain consistent in content. It helps you to keep on the right track even for people who are reading your proposal. What action do you intent to take and why. What are your expectations in terms of the project output.

This should go hand in hand with the mission and vision of the donor organization.

AFEW KENYA'S VISION AND MISSION

VISION; *A Kenyan population in harmony with nature and living sustainably.*

MISSION: *To promote sustainable environmental conservation through education for the youth in kenya.*

STRATEGIES AND IMPLEMENTATION PLAN

- Nature of expected output, resources needed, activities to be carried out and stakeholders involvement and their specific duties.

Activity

Person responsible

By when

TIMEFRAME/SCHEDULE

- Period of time required for the project to achieve its objectives starting from proposal writing through implementation to report writing. Should include project stages, activities to be carried out at each stage and time required.

SUSTAINABILITY AND STAKEHOLDER PARTICIPATION

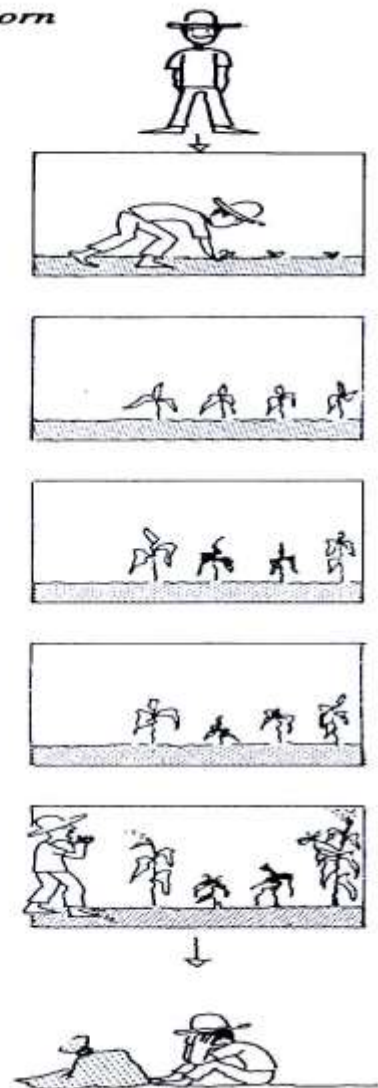
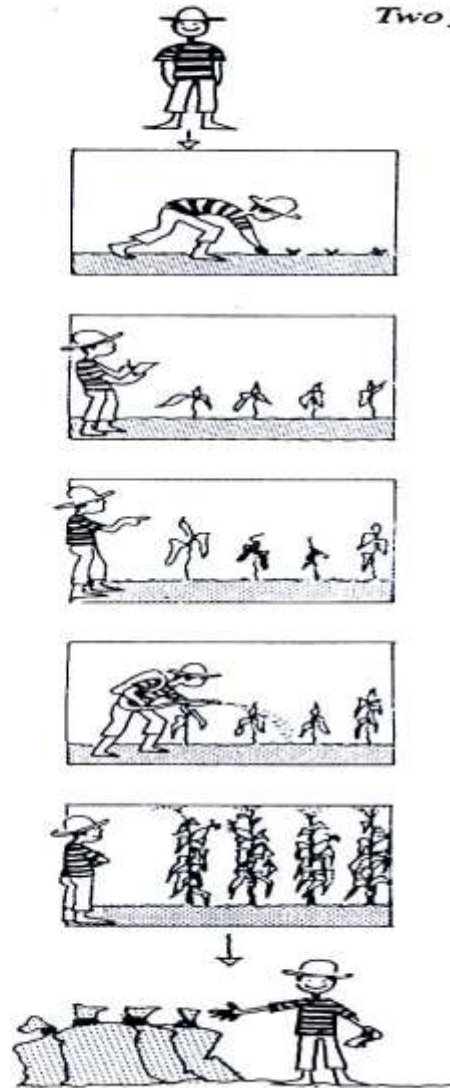
How will the project be sustainable? How do you intend to involve the school (School management committee /School environmental committee) and the community in management of the project?

MONITORING AND EVALUATION

How will you keep track of the project performance and who will be responsible? Provide progress reports which may come in different forms(e.g) letters, reports, pictures, receipts, visual materials among others.

This helps to gain donor confidence.

Two farmers growing corn



ASANTENI SANA..