

Proposal Writing Tips

Raising funds can be very challenging. Accessing donations, grants and sponsorship provide options for sourcing funding.

To access such funding, especially from donor agencies, an organization will typically need to submit a project proposal requesting such funding.

Successful project proposals have the following strengths:

Sound Project Planning

The proposal must be properly thought out before the request for funding is made

Proper Strategy

You must develop a strategy that outlines all the essential aspects of the proposed project including the capability of your organisation to deliver.



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Proposal Writing



Bringing your project ideas to life.





Components of Your Proposal

Can you answer these questions?

Introduction/ Background

An introduction provides an overview of the proposed project. The important points are usually the project name, sponsoring organization, and a brief project summary.

The background will describe the group or community; describe the problem to be solved; and outline a path toward deciding on the proposed project to addressing the problem.

Goals and Objectives

- What is the project trying to achieve?
- What will you change or influence through this project?

Rationale/ Statement of Need

- Why are you undertaking the project?
- Why is this the best method?
- What specific problems and needs are being addressed?
- Who/ what will benefit from the project?

Organisational Background

- Why is your organization well suited to undertake this project?

You need to show that the organization has the proper skills and structure to manage the project.

Action Plan/ Activities

- What will be the major project activities?
- When or for how long will the project activities occur?
- Who will be responsible for the project activities?
- This is your implementation plan, so it is best to use a table format.

Budget/ Funds Requested

- What type of resources will be required?
- How much is required/ What are the costs?
- How did you determine the resources required?
- What is the community contributing?

The Project Budget is one of the most important items, since you are writing the proposal to request funds. It is best to use a table format for the budget.

Maintenance/ Sustainability

- What will happen to the project after the proposed activities are completed?
- How will the project be managed when the donor funds are finished?
- How will the project be funded in the future?
- How will beneficiaries or others carry on the work?



Sometimes writing a proposal helps you to see the gaps in your project, that is the questions you can not answer. Try to cover all the issues. Remember that there are many groups with needs, but limited funds to go around.

