Step - by - Step Guide to Writing a Project Narrative

Step 1: Select Your Project

Decide on a specific project to focus on within your school. If there are several projects you would like to pursue, focus on one at a time. For example, if all of your P.E. equipment and facilities need updating, focus on an aspect of that such as gymnastic equipment or a new swimming pool.

Step 2: Name Your Project

Once you have decided on your project, think of a catchy title, input it into Arro and share with any colleagues who will be contributing to the narrative.

Step 3: Project Description

The writing begins. Arguably the most important part of your project narrative, your project description should capture the essence of your project within a couple of paragraphs. Think about what you are trying to achieve and the impact your project will have when it is complete. Try to write this section as succinctly as you can. Often donors will read the description first so it needs to engage them and capture their attention. You can expand on what you have written in further sections. Remember, supporters are unlikely to fund projects that are purely item-based or that have a sole focus on organisational growth and the accumulation of resources. Your project has to directly impact the wellbeing of children, their families and / or your community.

Step 4: Why Do You Need Your Project?

When describing the need for your project, do not focus on the item itself. You should describe the problem your project is addressing. It may be that a lack of access to similar facilities is limiting the development of children within the area. Very few (if any) grant funders will give money to finance an item that you want just because your existing one isn't up-to-scratch. If so, then write about it here.

What is the current situation with your existing facilities? What are you being prevented from achieving as an organisation, or for your pupils, as a result of not upgrading your facilities? This is one of the most important parts of your Project Narrative. You have to be able to prove to funders that there is a genuine need for your project. If there are any agendas your project can address then include it.

Step 3: What Impact Will Your Project Have?

While your Project Need describes the situation now, you also need to be able to show potential supporters what the future will be like once your project has been completed. Think about what will be better as result of your project. Grant donors want to know what difference their money will make, so you need to be able to prove that your project will lead to a positive change.

Step 4: What Supporting Evidence Do You Have?

You need to provide evidence that supports your project's impact. Are there any studies highlighting improvements in development for children with access to your project? If you are addressing a specific agenda (example: an aging community) can you provide evidence that having access to your project will have a positive impact on health and wellbeing? Statistics are really powerful here. If you can link to studies which have quantified the impact of your project on development and wellbeing etc. then it will greatly improve your chances of acquiring funding.

Also, have you done any research yourself? Have you consulted your stakeholders and the wider community to confirm that they support your project and that it would be used? Again, if you can provide statistical evidence based on survey results for example, it will go a long way to evidencing that your project is needed.

Also, have any other similar projects been run by other schools or organisations? If you could find another school who have got a similar project and can provide you with impact statistics that would be great. If there are lessons you can learn from other projects, make sure you are considering them.

Step 5: How Does Your Project Link To Your School Vision and Goals?

It is also worth discussing how your project links to your school's overall vision and goals. If your vision is to become a regional centre of excellence for special needs education, then you should write about why your new project will help make that happen. Again, think about access for children, stakeholders and community members in the area. If you are the only school that can provide this project in the area, then it is important to write about that.

Step 6: How Do You Plan to Deliver, Monitor and Evaluate Your Project?

Supporters want to be confident that their money will not fall into a black hole and that your project will actually be delivered. You will need to provide them with some information about timescales, project delivery and how you are going to monitor whether your project is on or

off track. If you are not asking a supporter for the whole amount you need for your project, then you will need to explain where the rest of the money is going to come from.

Step 7: How Will You Measure and Report Success?

Supporters will also want to know if your project has been a success. It is worth having plans in place for measuring the impact of your project. If you have said that you will see a specific improvement, how are you going to measure that improvement? What reporting processes are you going to put in place to ensure all stakeholders understand the impact that the project has made?

Step 8: Share project narrative to receive feedback

Once you have produced a first draft of your project narrative, share with your colleagues to receive in school feedback. You can also share it with our copywriter here at Pebble, to receive bespoke feedback on your narrative, in order to strengthen it further. Her email is: lucy.jones@mypebble.co.uk

Step 9: Act on feedback, proof read narrative

Once you have acted on your feedback and feel like you have a strong project narrative, it is essential that it is proof read before it is used. Send it over to us and we will proof-read it for you.

Step 10: Use your project narrative to generate income!

You can now use your project narrative in all of your income generation activities!