

QUESTION 1. Discuss the following individuals who write project proposals clearly explaining the kind of proposals they write:

i) Programme officers in NGOs

Programme Officers are the staff members in an NGO and have the responsibility for identifying problems, challenges and needs (both human and financial) of a community. Their role is also to oversee program development, seek grants and proposals, manage projects and oversee budgets. They generally ensure that an organization's activities and programs align with the goals and mission statements of that foundation or non-profit. This is done in consultation with community members to get their support as the grant application is to serve the community. Before a Project Officer writes a proposal, the community should have validated the idea and agreed to the need of the proposed activities and actions. The kinds of proposals written by Project Officers are those that support the NGOs strategic plan in line with the community needs. The proposal should speak directly to the community's goals, showing that a research was done to understand community needs. The proposal must be SMART (specific, measurable, achievable, realistic and time bound) showing how the proposal will be implemented at community level by the community for the community.

ii) Government officers

Government Officers are officials who work for a government department. They are expected to maintain the honesty integrity and impartiality of programs. They comply with all government related laws and are employed to perform legal functions as directed. The kinds

of proposals written by these officers are at a much higher level than those written by an NGO. The proposal process requires wider country consultations, for example the Global Fund designates most funding to country allocations through the government. They conduct public hearings and district/community consultations on specific issues that are critical for community development and these are taken note into the proposals. Therefore, proposals written by government officers are for activities or actions that are nationwide with input for the various stakeholders (relevant government departments, and civil society organizations).

iii) Implementers of projects

Project implementers are those human resources that put a decision, plan or agreement into effect, they are the master planners of the project execution. The kind of proposals written by implementers to manage the life cycle of the project is more logistical to produce the programs deliverables. Their proposals provide comprehensive needs analysis in the particular area of project implementation and identifying the perceived benefits of the proposed intervention from a contextual perspective. These proposals will include all the financial, human and technical resources required to execute each of the projects deliverables on the ground. The proposal will also highlight how activities will be conducted, with whom and expected results.

QUESTION 2. Discuss four motivations that make grant makers (donors) to enter into grant making endeavors.

Donors typically respond to organizations who show that they are able to change the world rather than those who have their own agenda that benefit themselves. Donors need to be motivated by the proposals in different ways such as:

- i. When seeking grants organizations need to clearly state what difference the donation will make to communities. The big question that donors ask. “How will my donation change the world?” A question that donors ask that requires a specific answer, not just a general one (Sharpe, 2011). In order to motivate the donor to support your project, one must clearly state how the donation will be used to transform lives. Therefore, the organizations need statement must be well articulated and shows innovation, voicing the need of targeted audience.
- ii. The organization should clearly articulate the description of its leadership (management), including roles and responsibility of the governing body and the secretariat, clearly explaining who they are and why they exist. Show that you are organized and transparent in their work and show successes. Donors invest in an organizations management and its ability to carry out the intended plan to make a difference in society.

- iii. State explicitly (less jargon) what the organization needs and how the donation will help. Clearly articulate your target audience and the service you want to provide, as well as the return on investment for the donor. If the organization has already been providing some service to the targeted audience, present examples of the work done through IEC material that speak for themselves showing impact, such as photos and digital conversations. This will showcase the work of the organization and motivate the donor's support.

- iv. One strategy to motivate is to first build a relationship with the donor. Building relationships matter, don't rush your fundraising asks unless your charity is in dire straits (Garech). A better strategy is to, as often as possible, make your first proposal a non-monetary ask. Build relationships with your prospects – ask them to come to a free event, read your case for support, sign-up for your newsletter, volunteer at your office. Get them involved (or at least have one introductory conversation about your charity that is not based on seeking a donation), then ask them to give.

QUESTION 3. Briefly discuss four factors to consider when writing a problem statement of a development project proposal.

When writing a problem statement of a development project proposal one should consider applying the 5 'W's (Who, What, Where, When and Why) (Front).

- i. Who is being affected by the problem? There is need to explain the causes of the problem, the population being affected, using statistical records as reference. It is important to provide evidence of who is being affected by the problem.
- ii. What the outcome would be if the problem was not solved. Outline the negative impact if the problem was not solved. Explain what impact the problem will have on the targeted population as this is one of the important goals of any problem statement.
- iii. Where the problem is taking place. Explain where the problem is, for example the location, services or systems.
- iv. When does the problem occur and when the problem needs to be fixed.
- v. Why are you advocating for the problem and its importance for the problem to be fixed.

QUESTINO 4. What do you understand by the logical framework?

My understanding of a logical framework, that it is a tool that gives an overview of your intended project's objectives, activities and resources. It also highlights any risks and assumptions in the event something goes wrong. It shows how activities will lead to immediate outputs, and how these will lead to the outcomes and overall goal. The logical framework also informs how the project will be monitored through the use of indicators, whether the project is achieving its objectives or not.

QUESTION 5. What are the components of a winning proposal? Explain three.

- i. The problem statement should be clear with a concise description of the unmet need to be addressed. It should demonstrate that you have a clear understanding and the importance of resolving the problem, how you intend to solve it, with what resources and when. It should show that the problem is well researched, by including statistics and other material as evidence. This component of the proposal is the most important to convince the donor there's a need.
- ii. Outcomes and return on investment for the donor. Donors ask questions, for example: Why do I need to donate to you now and what is the impact of my donation (Morgaine)? The proposal should clearly communicate the expected outcomes and its mission in a manner that is measurable and inspiring. Show outcomes that demonstrate how donors support has impacted and results in a changed life.

- iii. Organisation credibility. The proposal needs to convince the donors that you are an honest and transparent organization with good leadership and a reputation for quality work, transparency and honesty. Provide evidence that proves relationships with other stakeholder as well as the targeted population, leaving no doubt in the donors mind (Dunne). Also be transparent about any organizational development gaps for technical support from the donor.

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