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References:

* PGD in Grants Management Module 3
* Winning Grant step by step
* Logframe website

Q1

Discuss the following individual who write project proposal clearly explaining the kind of proposal the write:

i) Programme officers in NGOs

ii) Government officers

iii) Implementers of projects

Q2

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

1. **Impact**

A key reason that donors give is that they want to kame a positive difference in the world. Saving lives, reducing suffering, feeding the hungry, eliminating disease are at the heart of the original definition of a charity; and many are still motivated first and foremost by this most philanthropic of reasons for giving.

Even when a donor says they want nothing in return, they want to know they are making a contribution for good

For the donor motivated impact, you want to show the difference your organization is making. Regula reporting is typically highly valued by the impact donor. When an issue is too large for any one donation to make a dent, you want to break the issue down into small parts you are improving. This is why sponsoring a single child in Africa or adopting a single endangered animal are popular.

**2. Mission**

When people have a vested interest in the work of a charity, they give because they share the same mission. Cancer patients who raise money for cause whether to support research for their own illness or that of others do so because of a sense of common purpose or mission. Engineering companies provides scholarship to colleges in hopes that more students will pursue a technical education.

Mission donors can be the most motivated givers because of a sense of stake outcome. To appeal to the mission donor, you want to empower then and treat them like a partner in your effort as much as possible. Build on the concept of working together to achieve results.

**3. Donors want to make sure the charity is sustainable**

Those donors care about the sustainability of your organization they want to make sure that you’re non-profit, or at least one of its programs continues its work indefinitely. Of course before donors give gift to help you reach sustainability they have to believe that you can reach that point some organization are so poorly run, or have such parochial vision, that prospects see that on matter how much they give your charity is not sustainable. Show donors that your organization is well run and has a good plan. Tell them why it is important that your non-profit be around even after you and donors are both gone. Invite the prospect to help keep your organization sustainable in perpetuity be making a major endowments gift.

**4. Recognition**

Some donors simply like the attention that comes from donation. This can be a company seeking exposure, but it can also be an individual that likes the events, project naming and publicity that can come from making a donation. Some donors simply like the positive feeling they receive from being appreciated.

When a large donor gets his or her name a high-profile building, the recognition is obvious, but even smaller donors can value recognition. To some, a donor wall or plaque might not matter at all, but to others, it might be the most important part if their contribution. Recognition can also be more personal and even private.

Q3

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

* The need you address in the statement should have a clear relationship to your organization’s mission and purpose. The need statement should focus squarely to those the organization serves and their needs, rather than you organization needs unless you specifically seeking a capacity building grant.
* Any assertion about the need should be well supported with evidence (statistical facts, expert views, trends found in the experience of doing the work, and so on).
* You must be able to directly connect and substantiate the need you describe in the proposal with your organization ability to successfully respond to that need ( the ability will be described in a subsequent section of the proposal),
* The need statement must be easily digestible you accomplish this by (keeping it simple and sweet) Avoid using jargon, and do not make the reader have to work to understand what you are trying to say.

Q4

What do you understand by the logical framework?

Logical framework is management tool for effective planning and implementation of developmental projects. It provides clear concise and systematic information about a project through a framework. We know about the various components of a project such as goal, objectives, results and indicators the logical framework helps in connecting all these components in one framework, presenting the tight relationship between them, leading to the achievement of the expected outcome.

Q5

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

* ***The proposal summary***
* ***Introduction of organization***
* ***The problem statement (needs assessment)***
* ***Project objectives***
* ***Project methods or design***
* ***Project evaluation***
* ***Future funding***
* ***The projects budget***

***1. The Proposal Summary: Outline of project Goals***

The proposal summary outline the proposed project and should appear at the beginning of the proposal. It could be in the front of a cover latter or a separate page, but should definitely be brief no longer than two or three paragraphs. The summary would be most useful if it were prepared after the proposal has been developed in order to encompass all the key summary points necessary to communicate the objectives of the project. It is this document that become the cornerstone of your proposal, and the initial impression it gives will be critical to the success of your venture. In many cases, the summary will be the first part of the proposal package seen by agency official and very possibly could be the only part of the package that is carefully reviewed before the decision is made to consider the project any further.

The applicant must select a fundable project which can be supported in view of the local need. Alternative, in the absence of the Federal support, should be pointed out. The influence of the project both during and after the project period should be explained. The consequences of the project as a result of funding should be highlighted.

***2. The problem statement: Stating the purpose at Hand***

The problem statement (or need assessment) is a key element of a proposal that makes a clear, concise, and well supported statement of the problem to be addressed. The best wat to collect information about the problem is to conduct and document both a formal and informal needs assessment for a program in the target or service areas. The information provided should be both factual and directly related to the problem addressed by the proposal. Areas to document are:

* The purpose for developing the proposal.
* The beneficiaries – who are they and how will they benefit.
* The social and economic costs to be affected.
* The nature of the problem (provide as much hard evidence as possible).
* How the applicant organization came to realize the problem exists, and what is currently being done about the problem.
* The remaining alternative available when funding has been exhausted. Explain what will happen to the project and the impending implications.
* Most importantly, the specific manner through which problem might be solved. Review the resources needed, considering how they will be used and to what end.

There is a considerable body of literature on the exact assessment techniques to be used.

Any local, regional, or a state government planning office, or local university offering course work in planning and evaluation techniques should be able to provide excellent background references. Types of date that may be collected include: historical geographic, quantitative, factual, statistical, and philosophical information, as well as studies completed by colleges, and literature searches from public or university libraries. Local colleges or universities which have a department or section related to the proposal topic may help determine if there is interest is developing a student or faculty project to conduct a needs assessment. It may be helpful to include examples of the findings for highlighted in the proposal.

***3. Program Methods and Program Design: A Plan of Action***

The program design refers to how the project is expected to work and solve the stated program. Sketch out the following:

* The activities to occur along with the related resources and staff needed to operate the project (inputs)
* A flow chart of the organization features of the project. Describe how the parts interrelate, where personal will be needed, and what they are expected to do. Identify the kinds of facilities, transportation, and support services required ( throughputs)
* Explain what will be achieved through 1 and 2 above (outputs) i.e., plan for measurable results. Project staff may be required to produce evidence of program performance through an examination of stated objectives during either a site visit by the Federal grantor agency and or grant review which may involve peer review committees.
* It may be useful to devise a diagram of the program design. For example draw a three column block each column is headed by the one of the parts (inputs, throughput, and outputs), and on the let (next to the first column) specific program feature should be identified. In the grid, specify something about the program design, for example, assume the first column is labeled inputs and the first row is labeled staff. On the gird one might specify under inputs five nurses operate a child care unit. The throughputs might be to maintain charts, counsel the children, and set up a daily routine, outputs might be to discharge 25 healthy children per week. This type of procedure will help to conceptualize both the scope and detail of the project.
* Wherever possible, justify in the narrative the course of action taken. The most economical method should be used that does not compromise or sacrifice project quality. The financial expenses associated with performance of the project will later become points of negotiation with the Federal program staff. If everything is not carefully justified in writing in the proposal, after negotiation with the Federal grantor agencies, the pressures of the proposed implementation, that is, the time and money needed to acquire each part. A Program Evaluation and Review Technique (RERT) chart could be useful and supportive in justifying some proposal.
* Highlight the innovative fractures of the proposal which could be considered distances from other proposal under consideration.
* Whenever possible, use appendices to provide details, supplementary date, reference, and information requiring in-depth analysis, these type of date, although supportive of the proposal, if included in the body of the design, could detract from its readability. Appendices provide the proposal reader with immediate access to details if and when clarification of an idea, sequence or conclusion is required. Time tables, schedules, activist, methodologies, legal papers, proposal vitae, letters of support, and endorsements are examples of appendices.