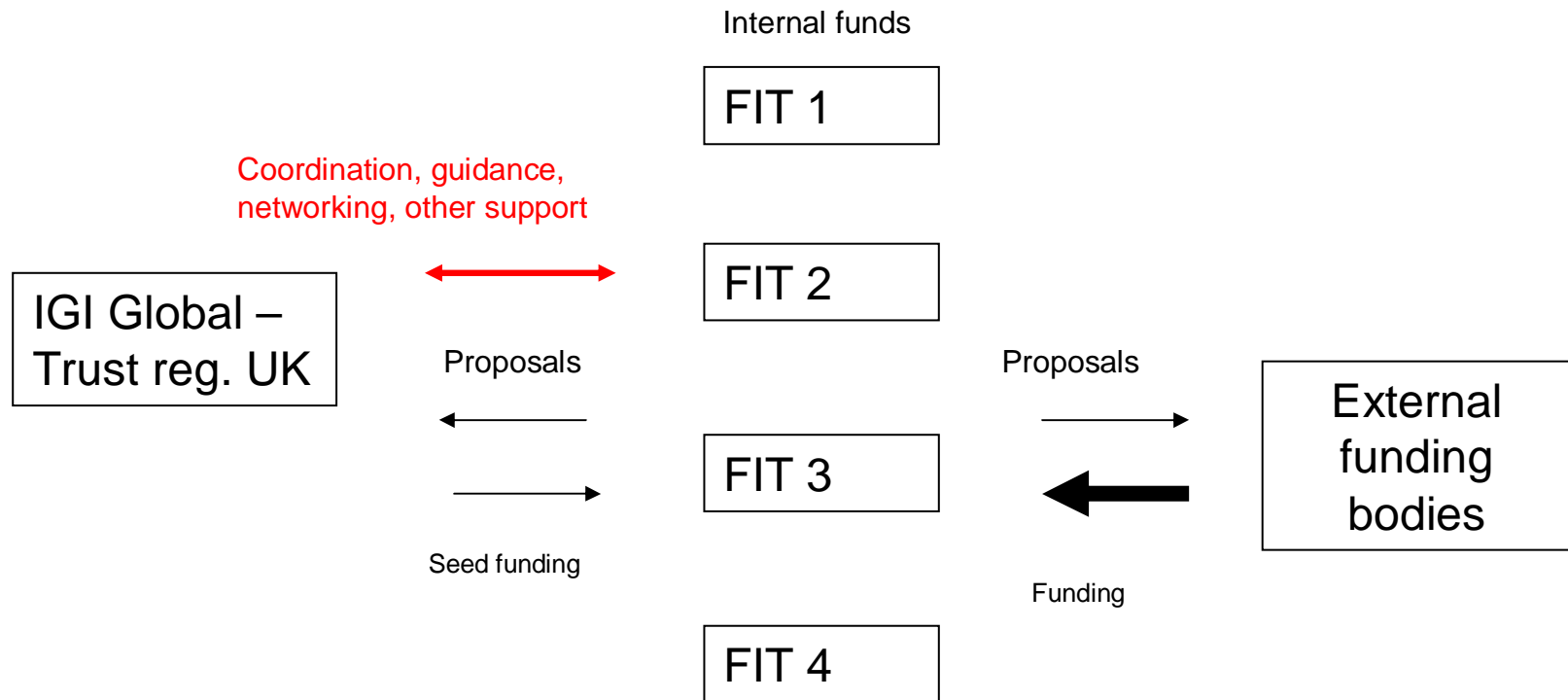


# Writing Convincing Proposals + IGI Format – Contents of Presentation

- Intro – IGI Global and the FITs – how we work
- Competition is intense
- Clear vision
- Firm plans
- Will it be successful?
- Track record
- Infrastructure
- Realistic budget
- Management, control and reporting
- IGI form



# IGI Global + FITs



# Competition is intense

- There are funding organisations with money to hand out to projects, but competition is intense
- UK DfID Civil Society Fund 2008 round: 300 applicants, 150 proposals requested, 64 shortlisted, 35 won support
- Proposal has to be put together like a case for a business investment.
- Proposals I have seen – many are little more than a statement of needs and hopes
- Proposals have to be very well thought out
- If seeking funding from a donor government, very often best to approach the local office / embassy first, as the government will ask them to vet your proposal
- You need clear vision, firm plans, understanding of what will make the project successful, as well as track record and the right infrastructure



# Clear vision

- What is the problem?
- What needs to change?
- Quantification – how big is the problem?
- How will we know when it has changed?
- Research required



# Firm plans

- What will be done?
  - By whom?
  - How?
  - When?

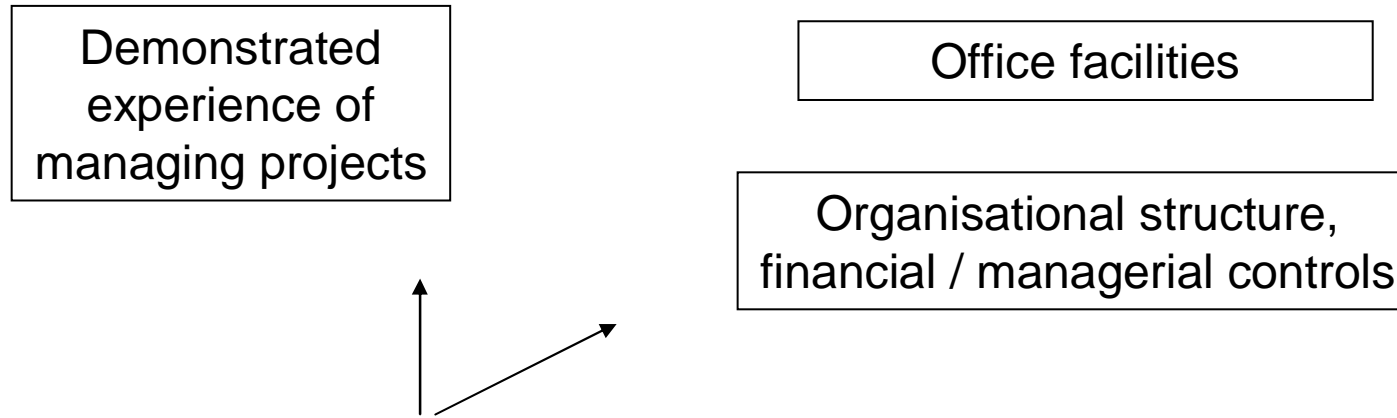


# Will it be successful?

- Who has been consulted?
- Do we understand what is required to achieve change?
- Who has the power to make it happen?
- Why should they chose to do so?



# Track Record and Infrastructure



# Realistic budget

- Think through all the costs
- Step by step
- Risk analysis – are there circumstances that might increase the costs? Has provision been made?



# Management, control and reporting

- Who will control the project and make sure it delivers?
- Do we have the means to control and report costs?
- Are there adequate controls on expenditure?
- Is there a proper management structure in place, so that they will know if the results are not being delivered and take corrective action?



# IGI form

The project proposal form developed by IGI requires the following information, so helping to ensure the right planning has been carried out (the form itself is also shown on this part of the website):

- Purpose and target group
- Objectives (quantified, if possible)
- Evidence of need
- Who will be targeted and who will benefit?
- How will effectiveness be measured?
- Programme
- Responsibility – for implementing and for success
- How will you monitor progress and success
- Budget and funding requirement
- Prior experience

