

BEST PRACTICES FOR PROPOSAL WRITING

Successful proposal writers use these *best practices*:



1. Understanding Funder's Objectives

Before starting, thoroughly research the funder's mission, goals, and past funded projects. Align your proposal with these objectives to demonstrate how your project fulfills their criteria.



2. Clear and Concise Writing

Use simple, direct language. Avoid jargon or overly technical terms unless they are necessary and well-explained. Make your proposal easy to read and understand.



3. Detailed Project Description

Clearly articulate the problem your project addresses, the proposed solution, and the expected outcomes. Be specific about the activities and methods you'll use.



4. Demonstrate Need and Impact

Provide evidence to support the need for your project. Explain the impact your project will have on the community it serves. Use data and research to strengthen your case.



5. Justify Budget

Present a realistic and detailed budget. Justify each expense and how it relates to the project's objectives. Make sure your budget aligns with the funder's guidelines.



6. Organizational Capability

Highlight your organization's experience, resources, and successes in similar projects. This builds credibility and trust in your ability to effectively manage the project.



7. Clear Goals and Objectives

Define specific, measurable, achievable, relevant, and time-bound (SMART) objectives. This demonstrates focus and feasibility.





8. Evaluation Plan

Describe how you will measure the success of your project. Include both qualitative and quantitative evaluation methods.



9. Sustainability Plan

Address how the project will continue or evolve after the funding period. Funders often look for projects with lasting impact.



10. Tailor Each Proposal

Customize each proposal to the specific funder and their interests.



11. Proofread and Edit

Ensure your proposal is free of errors. A well-edited proposal reflects your professionalism and attention to detail.



12. Seek Feedback

Before submission, have others review your proposal. Fresh eyes can catch errors and provide valuable feedback.



13. Follow Guidelines and Deadlines

Adhere to funder's submission guidelines and deadlines. Non-compliance can lead to automatic disqualification.



14. Include Compelling Stories or Testimonials

If relevant, include stories or testimonials that illustrate your organization's impact. This can make your proposal more engaging and memorable.



15. Stay Organized

Ensure your proposal is free of errors. A well-edited proposal reflects your professionalism and attention to detail.

