



Second Social Accountability School in Cambodia

MODULE III

Proposal Writing



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Sections of Project Proposal

OBJECTIVES

1. Discuss basic parts/sections of project proposal;
2. Discuss the development of concept note (preliminary project proposal);
3. Describe ten top tips in writing proposal.

SECTIONS OF PROJECT PROPOSAL

1. Cover Page

Name of Organization; project title, location; funds requested, beneficiaries, duration, and key contact person

2. Organizational Profile

Organizational overview and experience

3. Executive Summary

It should be written after completing proposal writing to brief outline of the proposed project.

4. Context

Rationale/Justification - Why are we proposing this project?
What will it bring about?

SECTIONS OF PROJECT PROPOSAL

(Continued)

5. The Project

5.1 Target Beneficiaries

5.2 Goal

- Objectives
- Output
- Activities

5.3 Work-plan or Timetable

5.4 Project Budget

5.5 Project Monitoring and Evaluation

5.6 Sustainability, Gender and Environment
(cross cutting)

SECTIONS OF PROJECT PROPOSAL

(Continued)

6. Project Management

- List of project staff and their roles & responsibilities
- Network or collaboration within project area and at provincial and national level.

7. Appendices

Additional documents which provide necessary information without having to rewrite large parts of such document.

8. References

Where the data used in the Proposal was obtained.

DEFINING CONCEPT NOTE

A preliminary project proposal of your particular type of project proposal.

Context – to present the project rationale or justification, type of problem and magnitude that the project will address and location or affected area, where the project will take place and effected people.

The project - goal, objectives, outputs - to show strategic intervention logic and basic relevant activities

The work plan - to show when proposed actions would be taken and ended

Project budget - to show the amount needed to carry out the particular project.

CONCEPT NOTE OUTLINE

I. Context

- Project rationale/justification
- Type of problem and magnitude
- Location

II. The Project

Goal

Objective 1

Output 1.1

- Activity 1.1.1
- Activity 1.1.2
-

III. Work plan

IV. Organizational Framework

V. Tool used

VI. Project Budget

PROJECT LOGIC

HOW?

WHAT?

Goal

To improve local decentralization practice and promote sustainable development growth

Objective

To promote engagement between Commune Councils and their people in order to increase citizen's participation in commune development;

Outputs

- Commune Investment Plan done through citizen's participation.
- Established people's committee whose role as bridge builder to engage Commune Council and their people.

PROJECT GOAL/IMPACT

- Describe what you expect the project setting to be like after your project has completed its intervention.
- State the overall development towards which specific project purpose should contribute.
- The longer-term changes that a project aims to achieve or contribute to.

PROJECT OBJECTIVE/OUTCOME

- Project objectives are a series of specific accomplishments designed to address the stated problems and attain the stated goal.
- Are changes that happens in the medium-term
- Should be SMART
- Requires several Outputs.

SMART OBJECTIVE

- **S**pecific and Simple: It should be clear, concrete, easy to understand and not complicated with bureaucratic or unfamiliar words and too many details.
- **M**easurable: it should be quantifiable or at least one should be able to determine to a certain degree, without much doubt what progress was made to realizing the objective.
- **A**chievable: it must be the chances of reaching the objective must be solid and, very importantly, within the authority and management latitude.
- **R**ealistic/Relevant: the management team should be able to identify what will be the Impact or result whether the organization reaches the objective.
- **T**ime related/Timely: To put a realistic deadline or time limit to accomplish the objective and have good results.

EXAMPLE – SMART OBJECTIVE

- To strengthen mechanisms in 4 districts of Takeo province in order to enable participation, inclusiveness, transparency, and accountability in local government activities from year 2010.
- To increase public access to information regarding financial status and use of Commune Development annual budget in 3 communes, district Memuth, Kampong Cham province, from 2009.



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Ten Top Tips

1. START EARLY

- Collect background information such as chasing up reference documents, supporting material and data.
- Check out potential donors by phone, letter or email.
- Maybe try a 'preliminary' project proposal (concept paper) first
- After writing the first draft of any proposal, seek comments from colleagues, friends and peers.
- Keep an eye on any deadline.

2. USE THE WORDS OF THE DONOR

Example:

- How will the project address the Social Accountability issues (e.g. regarding De-centralization & De-concentration and local service delivery)?
- *Glossary* - include an explanation of terms in your project proposal, if necessary.

3. WRITE CLEARLY

- Be brief - more is not necessarily better!
- Spell and grammar
- Simple is better than complex

4. FORMAT

- Tell a story from beginning to end
- Introduction - It is your opportunity to grab the reader's attention.
- Use headings to show logical progression through the proposal.
- Use paragraphs to break up large sections of writing.
- Use diagrams and charts to illustrate points
- Choose a dark, clear typeface - fancy is not necessarily better!

5. GENDER

- Breakdown of female/male in target group
- Role of women in the project
- How will you support women to be involved as beneficiaries and decision makers in the project
- What are the particular needs of women
- How will the recruitment (staff) policy for the project ensure gender equity
- Project strategies for empowerment and participation.

6. SUSTAINABILITY

- ◉ What will happen when the project finishes?
- ◉ Who is going to pay the ongoing costs, if any, of activities once the project finishes?
- ◉ Examine both medium and long-term benefits from the project,
- ◉ Do not focus on buildings and motor vehicles, they are very expensive to maintain. Focus on sustainable benefits.

7. MONITORING & EVALUATION

- How is the progress of the project going to be assessed?
- Show the donor how you are going to make sure the project's objectives are achieved

8. SMART OBJECTIVE

(Refers to slide 13)

9. PARTICIPATION

Show how the project has been designed using participatory planning techniques with all key individuals and agencies.

10. OTHER CONTRIBUTION

Clearly document who else is going to contribute resources (funds, time, workers, equipment) to your project



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THANK YOU!