

DIRECT ASSISTANCE GRANT SCHEME PROPOSAL WRITING TRAINING PART I



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April 23, 2013

To provide an overview of:

1. Proposal Writing; and
2. How to prepare a Direct Assistance Grant Scheme Application/Proposal

When applying for grant funding determine the following:

1. Eligibility criteria
2. Guidelines / Funding criteria
3. How funds are disbursed
4. Where to access application form
5. Method of submitting application form
6. Deadline/ Submission date

Mistakes and pitfalls to avoid when preparing a proposal:

1. Not adhering to the deadline
2. Not submitting application to the correct address
3. Not using the correct application form
4. Not submitting the required support documentation with application

Mistakes and pitfalls to avoid when preparing a proposal (cont'd):

5. Not defining your project
6. Not providing measurable indicators or results
7. Not justifying the importance or need for the project
8. Not providing a credible budget that supports the proposed activity or project

What are the next steps to prepare a successful application/ proposal?

1. Who is my audience?
2. How will my application be evaluated?
3. How can I demonstrate the importance and needs of the proposal?
4. Explain the reasons for undertaking the project and how it will improve the company/business operations/bottom line?

What is a typical proposal format?

A typical proposal format is structured as follows:

- Project Title
- Project Objectives
- Project Description
- Project Methodology
- Project Justification/relevance
- Project results/measurable indicators/outputs
- Project budget/cost

Why is it important to understand the principles of proposal writing?

- Most funding/donor programmes have a particular format which is different from the typical proposal structure outlined above.
- Understanding the principle elements of proposal writing will allow you to apply this training to any type of application or proposal format.

The key principles or elements of a proposal:

- **Project Title:** A general description of the activity that is to be undertaken or the intended result.
- **Project Objectives:**
 - A plan to achieve a desired or tangible result
 - Shall be S.M.A.R.T
 - How much? How many? How will I know when it is accomplished?
 - Should be validated by results
 - Are really your project's results

The key principles or elements of a proposal:

Project Description:

- A brief description of firm/BSO business including the type of products and services, clients, markets, number of employees, etc.
- A detailed description on the importance of the project and the need to undertake the proposed activity.
- Specifics on what the activities will achieve

The key principles or elements of a proposal:

Project Description:

- An action plan summarizes the overall project activities and illustrates what activity will be undertaken, the required resources and duration. See Example below:

Activity	Duration/ Time						Resources
	Months						
	1	2	3	4	5	6	
Research study	■	■	■				Research consultant & applicant
Equipment purchase & Installation		■	■	■	■		Equipment Supplier & Applicant
Travel (Market mission)					■	■	Applicant

The key principles or elements of a proposal:

Project Methodology:

- Outlines the approach or a particular procedure on how project activities will be undertaken.
- A statement on how the project will be undertaken, inclusive of the resources (i.e. financial, capital and human).
- Highlights the overall design of the project and the problems to be addressed.

The key principles or elements of a proposal:

Project Results /Outputs:

- Are measurable objectives.
- Are essential to validate the success of the project; specifically those that are measurable or tangible.
- Demonstrate that proposed project activities are completed or beneficial.

The key principles or elements of a proposal:

Project Budget/Costs:

- The budget provides a clear indication of the goods and services to be procured for the project in achieving its primary objectives, as well as results.
- The budget must be credible or realistic in terms of costing of items
- The budget must reflect or support the proposed actions

The tips to consider when writing your proposal:

The last Regular Procedures Call published June 6, 2012:

- Applications receiving an average score of 60 or greater out of 100 are ranked by score starting from the highest passing score to the lowest passing score of 60.
- Highest AVG Score: 89 out of 100
- Mean AVG Score: 72 out of 100
- Lowest AVG Score: 60 out of 100

The tips to consider when writing your proposal:

The last Regular Procedures Call published June 6, 2012:

- 71% of the applications met or exceeded the standard pass mark of 60 out of 100
- Applicants receiving an average score between 77 & 60 out of 100 were not awarded grants within the available financial envelope (i.e. 2012 budget).

QUESTION & ANSWERS



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