DIRECT ASSISTANCE GRANT SCHEME
PROPOSAL WRITING TRAINING
PART 1

Presenter: Kirk C. N. Brown, Senior Grant Advisor
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DAGS Proposal Writing Training

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
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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
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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.
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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
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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:

<table>
<thead>
<tr>
<th>Activity</th>
<th>Duration/Time</th>
<th>Resources</th>
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<tbody>
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<td>Months</td>
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<td>6</td>
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<tr>
<td>Research study</td>
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<td>Research consultant &amp; applicant</td>
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<tr>
<td>Equipment purchase &amp; Installation</td>
<td></td>
<td>Equipment Supplier &amp; Applicant</td>
</tr>
<tr>
<td>Travel (Market mission)</td>
<td></td>
<td>Applicant</td>
</tr>
</tbody>
</table>
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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
QUESTION & ANSWERS
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DAGS Contact Persons:

Kirk Brown, Senior Grant Advisor
kbrown@carib-export.com

Celestine Moe, Grant Advisor
cmoe@carib-export.com

Sonia Bowen, Programme Assistant
sbowen@carib-export.com
WHERE TO FIND US

We encourage small business owners, heads of Business Service Organizations and also investors with an interest in the Caribbean to contact us. You may reach us at:

HEAD OFFICE
1st Floor Baobab Tower, Warrens
St. Michael, BB22026
BARBADOS
Tel: (246) 436-0578 • Fax: (246) 436-9999
Email: info@carib-export.com

SUB REGIONAL OFFICE
Calle Carlos Lora No.9
Ensanche Los Restauradores, Santo Domingo
DOMINICAN REPUBLIC
Tel: (809) 531-2411 • Fax: (809) 473-7532
Email: c.export@codetel.net.do