

# FUNDAMENTALS OF GRANT PROPOSAL WRITING

Hyatt Hotel, Port Spain, Trinidad, June 12, 2013



Promoting Trade and  
Investment Globally



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# Purpose of This Session

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To provide an overview of:

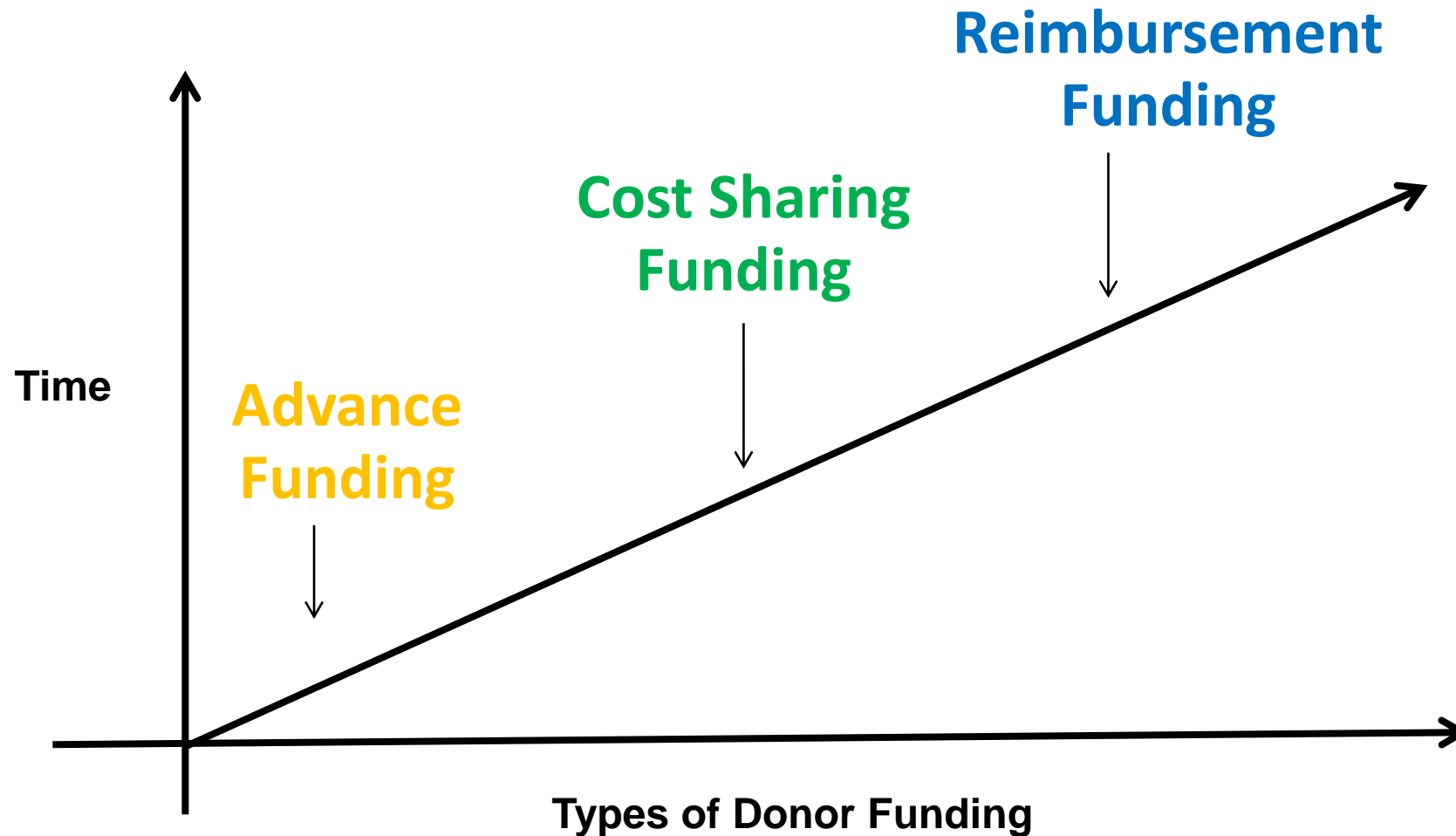
- What is Donor Funding
- Proposal Writing 101
- Writing Effective Proposals
- Secrets to success in Caribbean Export's Direct Assistance Grant Scheme

# What is Donor Funding?

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- A direct financial contribution, by way of donation, from a Donor, in order to finance an action/project/programme.  
Examples of International Donors:
  - ✓ the European Union (EU)
  - ✓ United States Agency for International Aid (USAID)
  - ✓ Inter-American Development Bank (IADB)
  - ✓ Department for International Development (DFID)

# Historical Evolution of Grant Donor Funding



- There are various types of proposals, but today we will focus on two (2) formats:
  1. Prescribed format – This is normally a standard application form.
  2. General Format – Requires the proposal writer to develop their own respective format depending on the Request for Proposals (RFP)

- An example of a prescribed format would be the Direct Assistance Grant Scheme Application Form or any other donor application form.
- An example of the general format would be:
  - Project Title
  - Project objectives
  - Project Description
  - Methodology
  - Justification
  - Project results or outputs
  - Project budget

## The basic elements of proposal writing:

- Identify the right funding sources
- Contact the funders
- Acquire proposal guidelines / information sheet / brochure
- Know the submission deadline
- Define your project
- Determine resource (financial and human) needs

- Three of the most common ethical issues you need to avoid if you are writing a grant proposal:
  - Misrepresenting information in a proposal – Do not exaggerate your need for the grant or include activities that you do not intend to implement.
  - Reusing narrative written for another client or project
  - Telling a client that they can pay for grant writing services out of the grant when they cant.



According to the Grant Proposal Association (USA), grant proposal writers should:

- Continually strive to improve their personal competence
- Obey all applicable laws and regulations
- Disclose all relationships that might constitute, or appear to constitute, conflicts of interest
- ensure proper use of funds, including timely reports on the use and management of such funds.
- Not disclose privileged information to unauthorized parties

# Writing Effective Proposals

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- To write an effective proposal, three (3) key questions must be considered:
  - i. Who is my audience?
  - ii. What do I want the funder to understand about my proposal?
  - iii. How can I demonstrate the importance and needs of the proposal?

# Writing Effective Proposals

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- To increase the probability of your proposal being successful/accepted, follow the steps below:
  1. Proposal content/description should be clear and validate results.
  2. Proposal should be researched extensively
  3. Define the problem and state how the problem will be solved.
  4. Provide evidence that the proposed solution is correct or works
  5. Proposal should be financially feasible and practical
  6. Never assume that the funders will believe your project is the best.

# Writing Effective Proposals

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- Good Indicators for writing a proposal:
  - The proposal must be **Specific**
  - The proposal must be **Measurable**
  - The proposal must be **Achievable**
  - The proposal must be **Relevant**
  - The proposal must be **Time constrained**

- To increase the probability of a proposal being successful, it must address six (6) questions:
  - What is the purpose/objective of the project?
  - How many activities are to be undertaken?
  - How will these activities be implemented and resources required?
  - Who will benefit from the respective project activities?
  - When will these activities be undertaken and by when?
  - What will be the final result or impact?

# Secrets to success in CE's DAGS

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Here are some of the ways in which proposals often fail:

- Applicant does not fulfill the eligibility criteria
- Applicant has insufficient funding resources
- Applicant does not review their proposal against the prescribed Evaluation grid
- The proposal did not receive the average passing score of 60 out of 100.
- It is not clear what question/problem/issue/ opportunity is being addressed.

# Secrets to success in CE's DAGS (Cont'd)

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Here are some of the ways in which proposals often fail:

- The question/problem/issue/opportunity being addressed is ill-formed.
- There is no evidence that the proposers will succeed.
- The proposers seem to be attempting too much for the funding requested and time-frame.
- The project is too expensive for realistic gains

# Secrets to success in CE's DAGS (Cont'd)

- So what does it take to get your proposal funded/ awarded a grant?
- Under the 9<sup>th</sup> EDF CTPSDP approximately 476 applications were received of which 197 were awarded grants totalling EUR 2.6M.
- Under the 9<sup>th</sup> EDF CTPSDP Regular Procedures 1<sup>st</sup> CFP:
  - 94 applications received
  - 50 applications achieved the pass mark of 60 or greater
  - 17 applications with the highest scores were awarded grants based on the financial envelope for this 1<sup>st</sup> CFP



# Secrets to success in CE's DAGS (Cont'd)

- Under the 9<sup>th</sup> EDF CTPSDP Regular Procedures 2<sup>nd</sup> CFP:
  - 82 applications received
  - 39 applications achieved the pass mark of 60 or greater
  - 18 applications with the highest scores were awarded grants based on the financial envelope for this 2<sup>nd</sup> CFP

# Secrets to success in CE's DAGS (Cont'd)

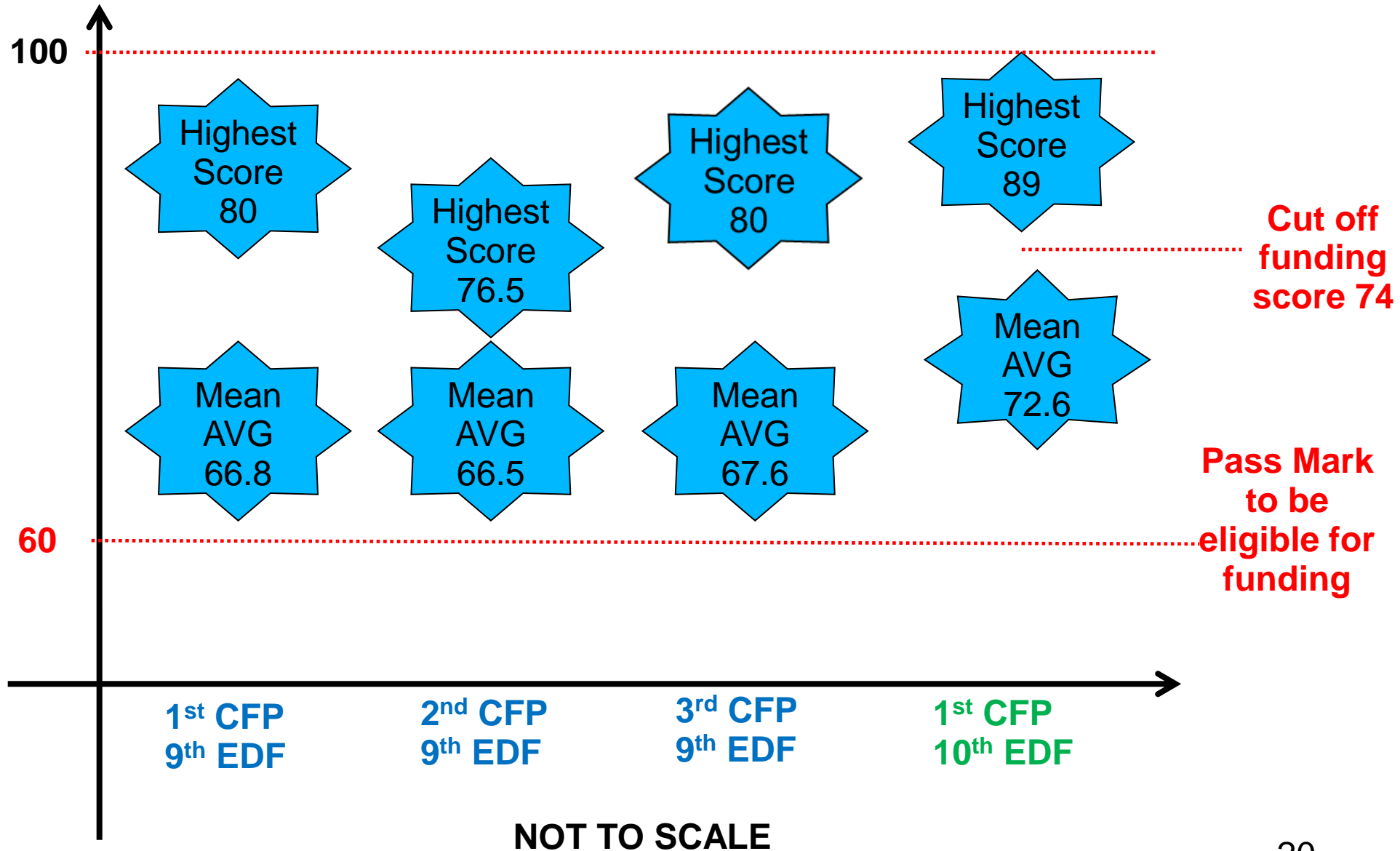
- Under the 9<sup>th</sup> EDF CTPSDP Regular Procedures 3<sup>rd</sup> CFP:
  - 125 applications received
  - 70 applications achieved the pass mark of 60 or greater
  - 69 applications with the highest scores were awarded grants based on the financial envelope for this 3<sup>rd</sup> CFP

# Secrets to success in CE's DAGS (Cont'd)

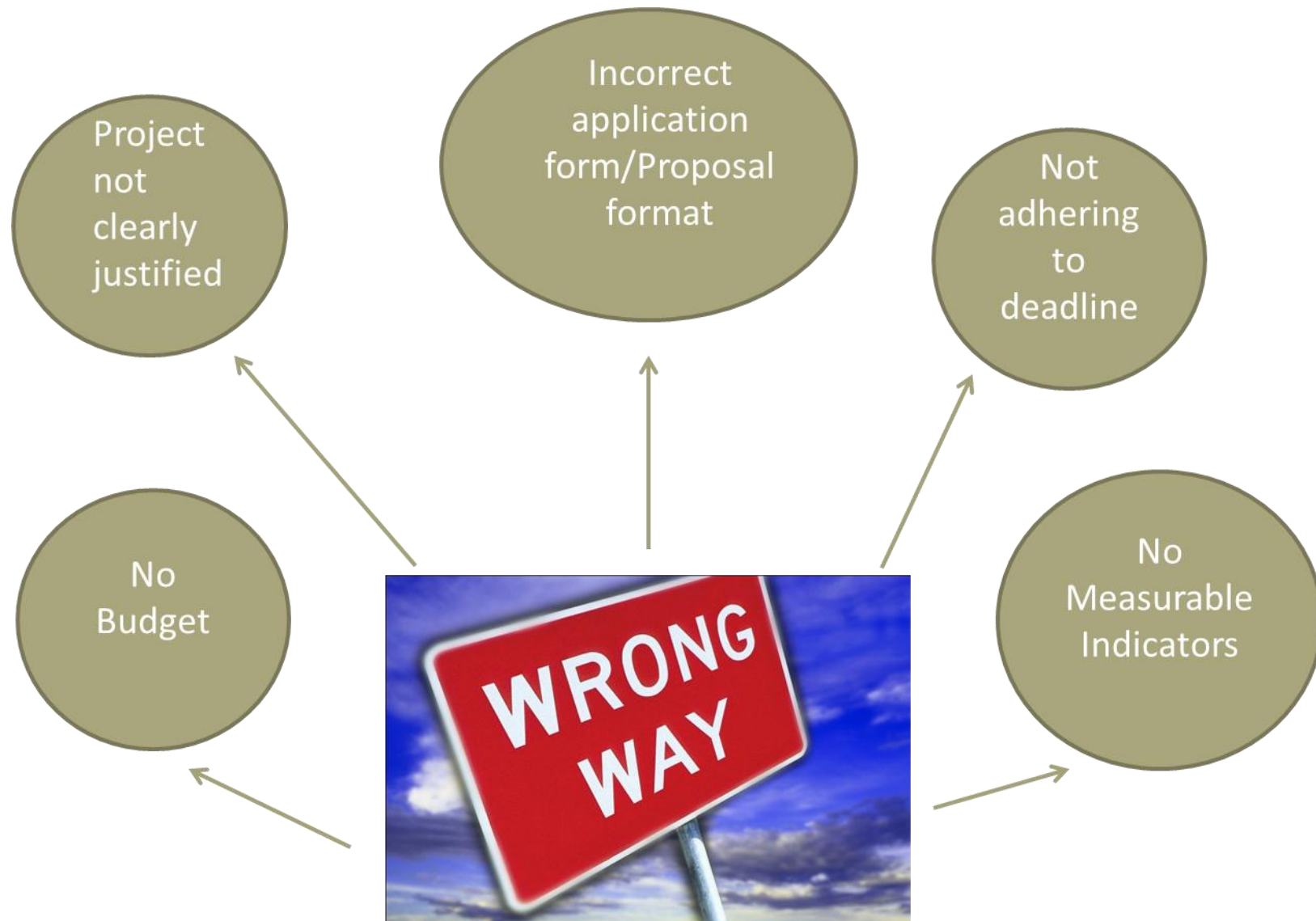
- Under the 10<sup>h</sup> EDF RPSDP Regular Procedures 1<sup>st</sup> CFP:
  - 340 applications received
  - 239 applications achieved the pass mark of 60 or greater
  - 92 applications with the highest scores were awarded grants based on the financial envelope for this 1<sup>st</sup> CFP

# Secrets to success in CE's DAGS (Cont'd)

## Comparison of Average Scores per Regular Procedures Call



# Pitfalls to Avoid When Writing Proposals



# Questions & Answers

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Taking Caribbean Excellence to the World

## WHERE TO FIND US

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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:

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