WIEGO

Women in Informal Employment Globalizing and Organizing

FUNDRAISING FOR MBOS
TIPS FOR WRITING EFFECTIVE PROPOSALS

Proposal Template

- Include: your organization mission, vision, programme, objectives, history and structure

- Proposal template can be updated and adapted with each fundraising proposal

- Prepare to: Translate – Review – Send

Be Clear About

- **Who you are**
  - (Mission, Vision and Programmes)
- **Your strategic plan**
  - (Goals and Objectives for the short, medium and long term)
- **The Need**
  - (expertise and understanding of the problem – match to donor's requirements and include numbers!)
- **Outline:**

  Proposed Solution and
  Specific project activities

Building a Budget

- Each project requires its own budget
- Some donors might ask to follow specific budget formats and categories
- Preparing a budget = ensure org is sustainable
- Assess operational/core costs (8-10%)
- Questions reviewed by funders:
    - Can this project be done with this budget?
    - Is this budget too high or too low?
    - Is there anything missing?
    - Is there sufficient detail?

Gather Supporting Materials

- Read guidelines and make sure you have all required materials, such as:
  - Reference letters
  - Certification of non-profit or tax status
  - CVs for project leaders
  - Bibliographies
  - Tables/charts outlining project milestones
  - Budget spreadsheets
  - Tapes, videos
  - Previous evaluation reports, etc.

Ensure Your Organization is Strong

☐ Elected Board of Directors

☐ Written Constitution

☐ Organizational bank account

☐ Conflict of interest guidelines

☐ Financial systems to track all project expenditures

☐ Summary of organization's history managing different projects

Sustainability

- Increasingly donors want to know that the outcomes of the project will be sustainable.
  - Don't overpromise things you can't deliver
  - Consider how your project activities might be made more sustainable
  - Assess how much your organization can handle
    - Funding
    - Project activity

Before Submitting

- Be exact
  - go back to guidelines and revise requirements
- Write Well
- …wait for a response

"Don'ts" for Fundraising Proposals

- Don't submit after the deadline
- Don't send a generic proposals template
- Don't send more pages/words than required
- Don't use acronyms or jargon
- Don't get the email or mailing address incorrect
- Don't leave your organization's survival in the hands of one donor or project proposal.