

# The Basics of Proposal Writing as a means of Improving Capacity to Achieve the Objectives of FIDA

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WEDNESDAY 27  
SEPTEMBER 2023



# Outline

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- **FIDA Objectives**
- **Introductory thoughts**
- **Basics of Proposal writing**
- **Problem Tree model**
- **Conclusion**





# FIDA Objectives

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- ❑ To enhance and promote the welfare of women and children, realizing that the happiness of the home and strength of the society depends on the well being of women and children.
- ❑ To establish friendly international relations on the basis of equality and mutual respect for all peoples.
- ❑ To promote the principles and aims of the United Nations in their legal and social aspects.
- ❑ To promote the study of comparative law.
- ❑ To proffer advice to the government in all cases of neglect relating to women and children



# Introductory thoughts

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1. The best ideas are simple (or simplified), like black and white.
2. Donors want to see that you have thought through what you are proposing to them. Anticipate their questions and answer them before they ask.
3. Know your donor. Relationships are as important as proposals.
4. Play to the strengths and uniqueness of your organisation. What is FIDA's niche?
5. Trust is a currency. Stay true to your mission and keep your word.



## Introduction

**'To thine own self be true.'**

- Shakespeare in Hamlet, Act 1, Scene 3

Know your niche, know your added value in the sector and what makes the heart of your organisation beat.

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# Understand donor needs

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1. To spend their budget (well).
2. Your ideas and innovation
3. Information on your thematic area. Share regular updates.
4. Access to your network as the local expert.
5. Recognition for their support.

# Understand donor habits (what they fund)

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1. Their priorities (cross cutting issues – Inclusion Gender and Conflict)
2. Relationships (program officers). Your leaders are your key PR mechanism.
3. Strategy (3-5 years) and track record
4. Name/Reputation (Leadership stability and accountability)
5. Innovation and ideas.



# Be a donor darling

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My definition: An organisation donors want to fund/support or identify with.

- Who are your current or prospective donors?
- What are their interests/needs?
- How can you serve those interests/needs now?



# Basics of proposal writing

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1. **Background.** What is the problem? Why is it a problem to be solved? Causes and consequences of the problem? What has been done about it and what are the gaps?
2. **Objective:** Why do you want to solve this problem?
3. **Activities (and duration):** What do you plan to do to solve the problem. And how long will it take?
4. **Budget:** How much will the activities cost?
5. **Output:** What will your activities produce?
6. **Outcome:** What behavioral change will your activities or output cause?
7. **Impact:** What does your outcome contribute towards in the larger picture?
8. **Beneficiaries and stakeholders:** Who will benefit, hinder or impact this project?

# Basics of proposal writing: Background

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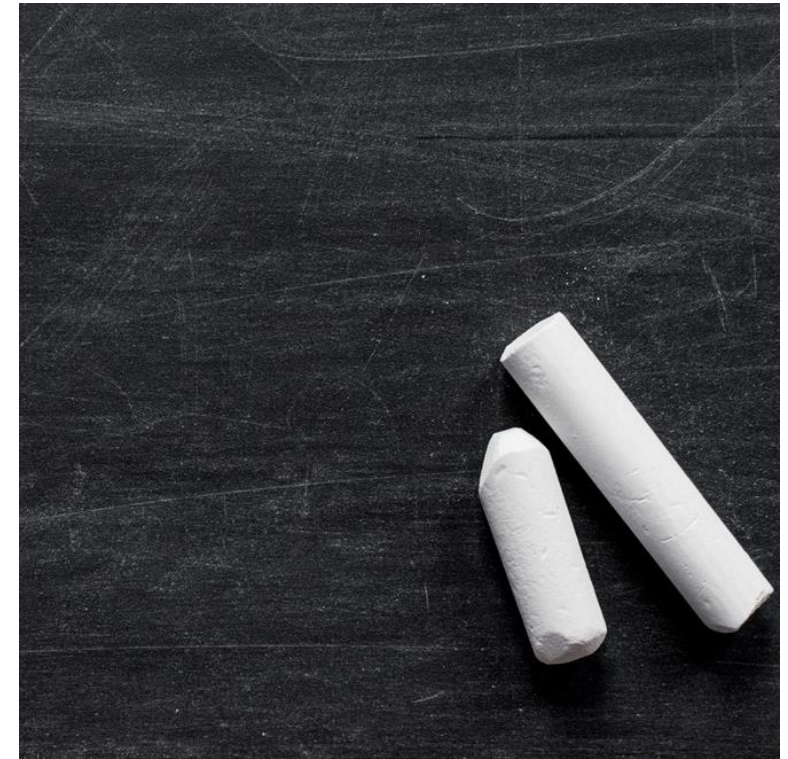
- ❑ Here you demonstrate an understanding of the problem, the causes and the context in which it exists.
- ❑ Your background should tell a compelling story that invites an intervention.
- ❑ What is the problem? Why is it a problem to be solved? Show the causes and effects of the problem.
- ❑ Always use data where available. But keep it all very simple (mind word counts where applicable).
- ❑ What has been done about it, if anything?
- ❑ What is the gap you want to fill and why are you suited to fill it?

# The Problem Tree Model

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**Ask your team: What is the  
What are our desired results? And  
How best can we get them?**

- **Use the problem tree approach to map the causes and effects of the problem.**
- **Pick the causes you can affect and the that you desire.**





# Basics of proposal writing: Objectives and activities

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- ❑ Why do you want to solve this problem? What do you hope to achieve?
- ❑ Ideally, do not have more than three (3) objectives.
- ❑ What do you plan to do to solve the problem. Tie the activities to the objectives.
- ❑ Ask yourself, if I do this, will I get that? Is there an easier or better way to do this? Has anyone done this before? Look for collaboration where needed.
- ❑ Add realistic timelines. How long will it take to do the activity

# Conclusion

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1. FIDA has a unique niche and advantage; maximize it.
2. Donors have money to invest, help them use it well.
3. Think through your project strategy and activities.
4. Do what you say you will do. And communicate results and challenges.
5. Always ask, what next?





# Thank you!

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