

EaP CSF WG2/WG5 meeting

Brussels,

Writing Successful Project Proposal



PRESENTER INTRODUCTION

Laura Dittel

- Masters and doctorate in public administration and public policy
- Director of Carpathian Foundation - 23 years
- Experienced non-profit leader with strong knowledge of civic society/activism and social inclusion approaches, work in cross-border/international networks and personal engagement in public campaigns and pro-democratic actions locally, nationally and internationally
- German Marshall Memorial Fellow (1999), Hubert H. Humphrey Fellow (2014/2015) – Maxwell School of Citizenship and Public Policy, Syracuse University, New York, USA
- Member of SC of EaP CSF and WG2 coordinator

GOAL OF THE SEMINAR

- Become familiar with project based thinking and project development
- Go through the project cycle - basic principles and tools of project development and management
- Introduce the most important mistakes – lessons learned from project proposal writing

QUESTIONS FOR THE BEGGINING

- What is your experience with project development and management? How many of you are project developers and managers?
- What is your experience with grant proposal writing? How many of you have personal experience with it?
- What are your expectations from this seminar?

PROGRAM

- Project – problem analysis, setting goals and activities, outcomes/outputs and expected results
- Project team and partnerships
- Monitoring, indicators, sustainability
- Types of donors/financial instruments
- How to read calls for proposals
- How to communicate with donors
- Q&A

What is project?

Project is a tool for change



PROJECT - DEFINITION

- Set of activities in logical sequence
- Process with clear beginning and end
- Has defined resources and budget
- Realized by many people with different roles
- Has set goal and expected result

WHY PROJECTS FAIL?



- The problem is only searched by the project
- It is only the project team who is interested in the project results
- Nobody (or everybody) is responsible for the project
- Project doesn't have a clear and agreed action plan
- Project doesn't have enough resources – personal, technological, financial
- There is no monitoring plan with clear indicators
- No communication / cooperation inside the project team / partners
- Risk analysis is missing

WHY PROJECTS FAIL?

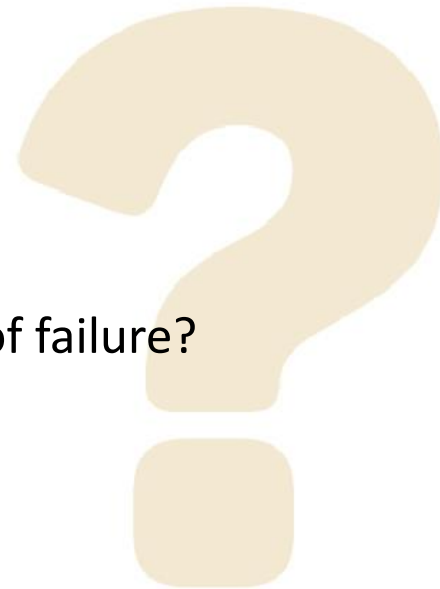


Because many of project planners and implementers think, that money is the most important for their project

In the moment, we say that our problem is lack of many, we are on the wrong track!

QUESTIONS

- Did your project ever failed?
- Why? What were the reasons of failure?
- Did you analyze it?



PROJECT PARAMETERS

- Scope (definition what will (not) be done, goal)
- Time (time frame)
- Resources (human, financial, technical)
- Costs (budget)
- Quality (product – result, process – management)

PROJECT STAGES

- Analysis (problem/needs assessment, identification of goals)
- Planning (what, how, when, who and for how much?)
- Implementation (realization, monitoring, reporting)
- Evaluation (assessment of quality, process, results and impact)

ANALYSIS

- Needs assessment
- Problem analysis (tree of problems)
- Key stakeholders analysis
- Analysis of goals
- SWOT analysis of the organization
- Risk analysis
- Analysis of strategies
- Analysis of related policy materials on each level



PLANNING

- Definition of goals (long term, short term)
- Development of partnerships
- Planning activities (related to the goals)
- Developing a detailed time frame
- Distribution of roles and tasks
- Budgeting
- Development of monitoring and evaluation plan
- Thinking about the sustainability



IMPLEMENTATION

- Realization of steps, activities
- Following/revising the plan, time frame, budget
- Regular meetings of the team/partnership
- Continuous monitoring / following indicators
- Problem solving / risk management
- Publicity
- Reporting



EVALUATION

- Based on the monitoring and evaluation plan (qualitative and quantitative indicators)
- Evaluation of product – results
- Evaluation of process – management

AVAILABLE FINANCIAL RESOURCES FOR YOUR PROJECTS

- Private (foreign or domestic) foundations
- Public (foreign or domestic) foundations
- Corporate foundations
- Community foundations
- EU and other European financial mechanisms (EEA Grants, Swiss grants)

Each of them require different approach!

HOW TO MAKE A DECISION WHERE TO ASK FOR FUNDS

- Analyze! Define, what you want to do?
- Think about your possibilities, capacities, amount you need
- Study the existing offer and if possible contact the suitable sources
- If possible, get in touch (private foundations, corporate donors) and present your cause – get them involved.
- If not possible, study all the available materials (calls, manuals, selection process, FAQs) and make the decision.

Don't become funding driven! Keep your independence!

HOW TO READ CALLS?

- Check the eligibility criteria
- Study all the conditions of funding and compare with your needs
- Think about partners and invest into partnership building
- Don't forget the attachments (some of them might take long to get or prepare)
- Get the grant proposal forms or register to the on-line grant system
- Check, whether, how and how long they provide consultations and contact them within that period

A PIECE OF GOOD ADVICE

- Plan! Start in time! Foundations are usually working with deadlines and many of them have them once a year only
- Don't forget that the decision-making process might take couple of month
- Don't jump from topics to topics – don't go for every funding!
- Never send group-emails to more foundations/donors (some of them won't even answer)
- Don't insist on consultation with the Chairperson of the Board or CEO (designated program manager is your person)

A PIECE OF GOOD ADVICE

- Be consistent, pay attention to details and also to editing and layout
- Attach pictures, maps, short movies (short!!!), testimonials
- Don't write project proposal the night before the deadline – they will know....
- If you are missing the skills, ask a professional to develop your proposal for complicated schemes - but in close cooperation with you!
- For funding from local/small foundation, never ask another person to do the job instead of you – it might lose its spirit

DON'T FORGET WHEN YOU GET THE GRANT



- Study carefully the Grant contract before signing it
- Mark all important deadlines and dates and don't forget to send your reports in time
- Abide the foundations requirements – both quantitative and qualitative
- Pay attention to communication rules
- Don't forget to thank for support



Any questions before we finish?

Thank you 😊



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