

# PROPOSAL WRITING



Writing a good proposal is a critical skill in many occupations, from school to business management to geology. The goal of a proposal is to gain support for your plan by informing the appropriate people. Your ideas or suggestions are more likely to be approved if you can communicate them in a clear, concise, engaging manner. Knowing how to write a persuasive, captivating proposal is essential for success in many fields.

## ■ Course Objective

Upon the completion of this two-day training, participants are expected to:

- ✓ Understand the principle of project management cycle
  - ✓ Know how to write an effective grant proposal
  - ✓ Understand the key ingredients of proposal
- COURSE STRUCTURE

## ■ Course Structure

The certificate course in Proposal Writing takes approximately 16 hours OR is offered 2 days. The course is based on a practical, participatory, active learning approach, and group discussions. An Action Guide by Mr. Chap Sopenha. Participants will receive a Certificate of Participation upon successful completion of the course. The maximum number of participants is 20.

## ■ Course Outline

### Module 1: Introduction to Report Writing

- Workshop Overview
- Project Identification and Design
- Project Setup
- Project Planning
- Project Implementation
- Monitoring Evaluation and Control
- Project Transition

### Module 2: Proposal Writing Process

- Planning: What do you need the money for?
- Research: Finding the right fit
- Writing: How to put it all together?
- Follow Up: What to do once the decision has been made?

### Module 3: Typically Proposal Elements

- Executive Summary
- Narrative
- Statement of Need
- Project Description
- Organization
- Information
- Conclusion
- Cost / Budget
- Supporting Materials

### Module 4: Key Ingredient for Proposal Writing

- Explicit link to funder
- Easy language
- White space
- Upside-down triangles
- No silly mistakes
- Clear "messages" = 5 key statements