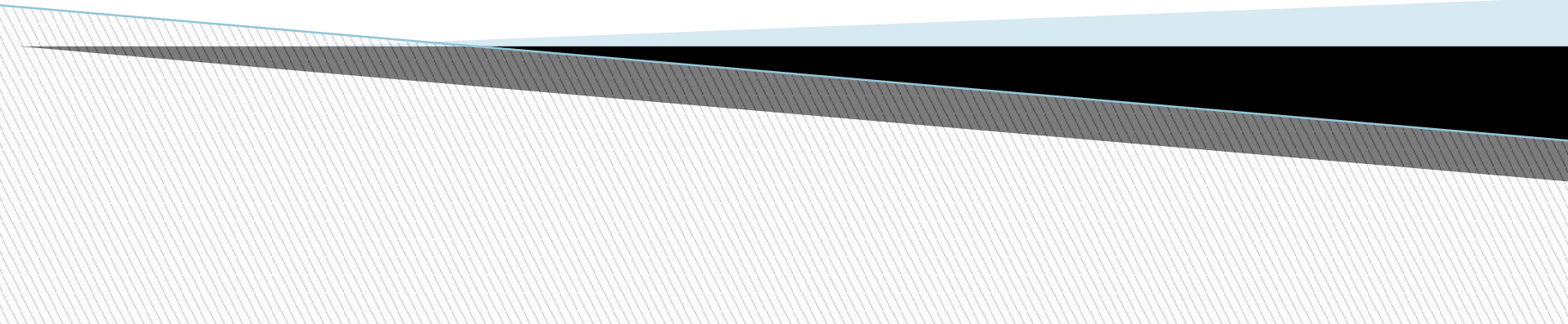


# Project 1

Due – 5 th week



# **Project 1(report and presentation)**


## **The project proposal for an (I)NGO fund raising.**

**25 points**

**Due: Week 5**

### **Purpose**

- ❑ develop comprehensive and viable project plans by setting realistic goals and determining the resources needed;
- ❑ think critically and theoretically about the role of project proposals in achieving the INGOs' goals;
- ❑ improve students' skills in developing and writing successful project proposals;
- ❑ understand a project's value as a tool to achieve and further the organization's mission;

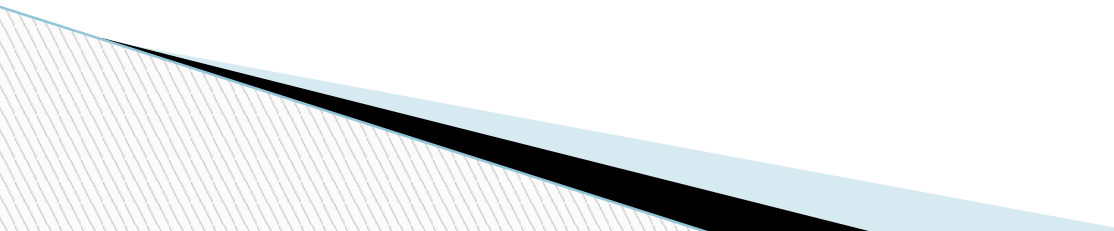
- This can be worked either as an individual project or as a project group of 5 or 6 persons.
  - The contribution of each group member must be determined, clear and transparent.
  - Please, notify your instructor about the chosen way of work for approval. If you need someone to work with contact your instructor for advice.
- 

# Proposal

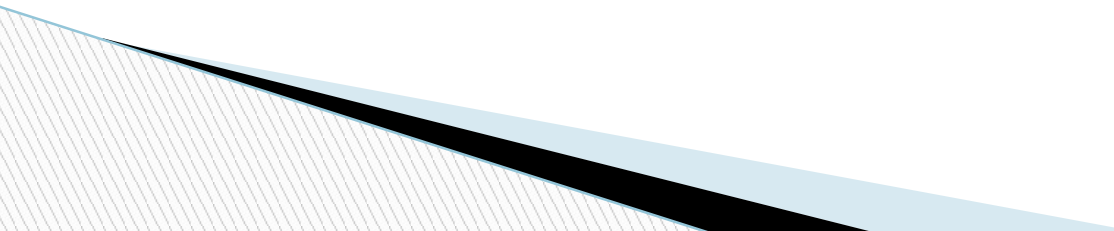
## (nothing to do with marriage)

Is an essential document that helps cultivate an initial professional relationship between an organization and a donor over a project to be implemented.

- It outlines the plan of the implementing organization about the project, giving extensive information about the intention, for implementing it, the ways to manage it and the results to be delivered from it.
- The proposal has a framework that establishes ideas formally for a clear understanding of the project for the donor. ***Besides, unless the ideas are not documented in writing, they do not exist (!).***


- Proposals have recently become more sophisticated. This reflects the increased competitiveness and larger resources existing in the **NGO** sector.
  - Enormous **opportunities** existing in the sector have led to the trend of making proposal writing a profession. Proposal writing poses many challenges, especially for small and unskilled NGOs.
- 

# Go there and learn more!

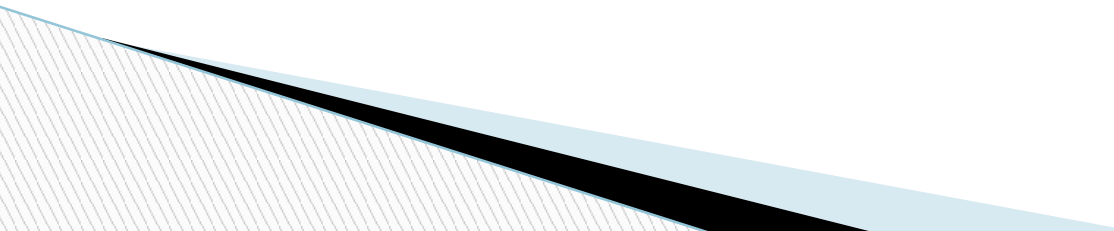
- ▣ <http://www.fundsforngos.org/>
  - ▣ <http://www.fundsforngos.org/how-to-write-a-proposal/introduction-to-proposal-writing/>
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# Issues to be considered

Identify your (I)NGO:

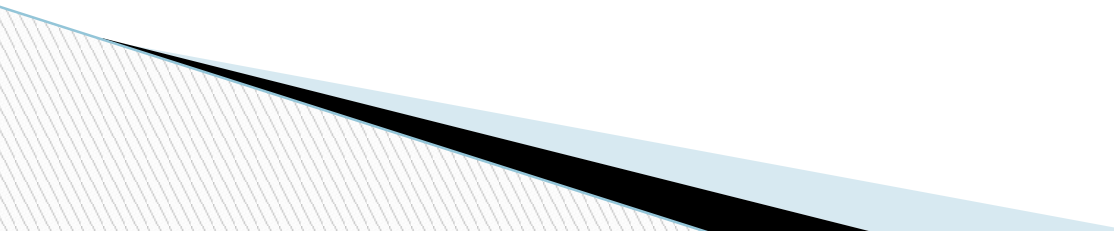
- The country of registration;
  - the membership;
  - the sphere;
  - the purpose;
  - activities that it pursues,
  - the term it is created on;
  - the methods;
  - the stuffing;
  - the funding.
- 

# Elements of the project proposal

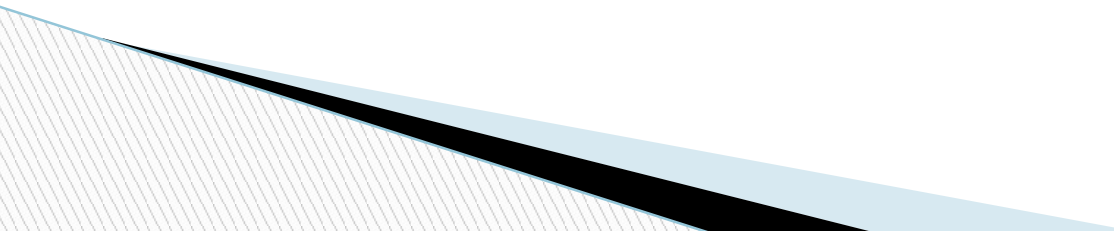
- Define clearly the project you are raising funds on. Its goal and objectives.
  - Name the donor you are going to appeal to.
  - Beneficiaries of the project.
  - Project team and cooperative partners.
  - Success criteria.
  - Methods chosen to achieve the project goal.
  - Costs and expenditures.
- 



- Own contribution.
  - Project title
  - Description of project activities.
  - Description of expected project results.
  - Project implementation plan.
  - Detailed project budget (fixed costs, equipment needed).
  - Other technical means (e.g. vehicles).
  - Division of financial sources (own contribution and other resources).
- 
- Other elements are added according to your purpose and choice

- The project is to be presented in 2 variants: as a printed report (not more than 10-12 A4 pages) and the Power Point presentation. It will also require an individual report.
  - Each team will have 15 minutes to present the results of its project.
- 

# Grading Criteria

- Accuracy, relevance, completeness of information and persuasiveness 0-15 points
  - Presentation, depth of explanations, appropriateness of graphs 0-10 points
  - Up to 5 points will be deducted for incorrect format, spelling and grammar.
- 

# Submission Instructions

- All reports should be presented in **MLA format with tables and graphs from Excel** imbedded in the text of the Word document (and in the Power Point presentation as well).
- Copy and paste them into the **Word document**.
- All the **graphs and tables** should be **titled** and contain **explanations**.
- Make **sure to title** your paper with a running header labeled with your name and the ID number.
- You need **to submit a hard copy** of your paper and the Power Point presentation.