



YALI Network

Grant Writing Toolkit

Introduction

This toolkit is designed to walk you through the process of developing a strong grant proposal for your project or organization. Use the following worksheets to help you clearly articulate your ideas before you begin writing your proposal.

Worksheet 1: Proposal Idea Questionnaire¹

Instructions: Use this chart to outline projects your organization is working on in order to help you narrow down which specific project is best suited for funding and that you would like to outline further.

1. What are three to four new projects that your organization is planning over the next one to two years?	
Project A	
Project B	
Project C	
Project D	

2. Which of these projects are most compatible with your organization’s current mission and purpose, and in what way?	
Project	Compatibility
Project A	
Project B	
Project C	
Project D	

3. What is unique about your organization’s project?	
Project	Uniqueness
Project A	
Project B	
Project C	
Project D	

¹ Adapted from Tori O’Neal-McElrath (2013), *Winning Grants Step by Step: The Complete Workbook for Planning, Developing, and Writing Successful Proposals* (4th Edition), John Wiley & Sons, Inc., San Francisco.

4. What other organizations are doing this project? Is there duplication of efforts? Is there potential for collaboration?

Project	Collaboration Possibilities
Project A	
Project B	
Project C	
Project D	

5. What community need does each of your organization's projects address?

Project	Need Addressed
Project A	
Project B	
Project C	
Project D	

6. What members of your community – including civic leaders, political figures, the media, your organization's clients or constituents, and other NGOs – support each project?

Project	Supporters
Project A	
Project B	
Project C	
Project D	

7. Does your organization currently have the expertise to undertake each project? If new staff is necessary, can the organization manage growth in infrastructure (human resource (HR), technology, supervisory oversight, and so forth) effectively?

Project	Expertise	HR	Technology	Other (specify)
Project A				
Project B				
Project C				
Project D				

8. Is there internal (board and staff) support for the project? External support (community leaders, beneficiaries or clients, neighbors, business leaders, other NGOs, others)? (Check the category that applies to each project and specify the type of support.)

Project	Internal Support (specify)	External Support (specify)
Project A		
Project B		
Project C		
Project D		

Worksheet 2: Problem Statement Questionnaire¹

Instructions: Using the information you entered on the ‘Proposal Idea Questionnaire,’ pick one project to more fully explore in the below chart. The ‘Problem Statement Questionnaire’ will help you identify what distinguishes your projects from competitors.

Who? Where? When?	What? Why?	Evidence of the Problem or Need	Impact if Problem or Need is Resolved
Who is in need (people, animals, land, and so forth)?	Why does this problem or need exist?	What evidence do you have to support your claim about the problem?	What will occur if the need is met or the problem is resolved?
Where are they? (General: city/ state/province/region; and Specific: neighborhood, geography)	What is the problem or need? (Get specific)		
When is the problem or need most evident?			How is the problem or need linked to your organization’s mission and purpose?

¹ Adapted from Tori O’Neal-McElrath (2013), ‘Winning Grants Step by Step: The Complete Workbook for Planning, Developing, and Writing Successful Proposals (4th Edition),’ John Wiley & Sons, Inc., San Francisco.

Worksheet 3: Goal And Objectives Exercise¹

Instructions: Use this form to develop the goals and objectives of the project that you will highlight in your grant proposal. Refine your objectives using the following formula: **direction of change + area of change + target population + degree of change + timeframe = objective statement**

Example:

Goal: Combating widespread malnutrition problems in rural areas of Benin and expanding future opportunities to vulnerable populations and children at risk.

Objectives:

Objective 1: Increase awareness of the benefits of *Moringa*, which will help reduce malnutrition rate in rural communities of Benin by using *Moringa Oleifera* leaf powder and oil from seeds.

Objective 2: Make *Moringa* ready-to-use therapeutic food (RUTF), a dietary supplement needed to address severe malnutrition problems for both children and adults.

Objective 3: Promote the use of *Moringa* seed oil and its health benefits.

	Objective 1	Objective 2	Objective 3
Direction of change (increase, decrease, maintain the balance, etc.)			
Area of change (Geographical location, village, town/city, region, etc.)			
Target population (Specific population targeted)			
Degree of change (Percentage or nominal number)			
Timeframe (Days, months, years, etc.)			

¹ Adapted from Tori O’Neal-McElrath (2013), *Winning Grants Step by Step: The Complete Workbook for Planning, Developing, and Writing Successful Proposals* (4th Edition), John Wiley & Sons, Inc., San Francisco.

Once you have completed this chart, rewrite the three objectives using the formula provided.

Worksheet 4: Methods/Approaches Exercise¹

Instructions:

Use the objective statements developed in worksheet 3 and enter them in the “Objectives” column in the table below. Develop at least three specific activities to achieve each of the objectives, specifying the person(s) responsible for the activities, timeframe, and indicators of success. This will help you refine the method of approach and evaluation you will use for your project.

Details of Each Action Item				
Objectives	Action Items or Activities	Responsible Person(s) by Titles	Timeframe (start & finish dates)	Indicators of Success
Objective 1	Activity 1:			
	Activity 2:			
	Activity 3:			
	Activity 4:			
Objective 2	Activity 1:			
	Activity 2:			
	Activity 3:			
	Activity 4:			
Objective 3	Activity 1:			
	Activity 2:			
	Activity 3:			
	Activity 4:			

¹ From Jesse Lutabingwa (July 2017), “Guide to Action Plan,” Appalachian State University, Boone, North Carolina, USA.

Conclusion

Now that you have completed all four worksheets you have the language to write several substantial sections of your project proposal, including the problem statement, methods of approach and evaluation. You may also use this language to draft a concept note - a summarized version of your proposal that explains the need you are trying to address, your approach to addressing that need, and your credentials for doing so. Being able to well articulate your project ideas is the first step towards funding - good luck!