



# SUGGESTED GRANT PROPOSAL GUIDE

16 DAYS OF ACTIVISM AGAINST GENDER VIOLENCE  
16 DÍAS DE ACTIVISMO CONTRA LA VIOLENCIA DE GÉNERO  
16 JOURS D'ACTIVISME CONTRE LA VIOLENCE DE GENRE  
25 NOV - 10 DEC <http://16dayscwg1.rutgers.edu>



*By the Global Fund for Women*

## **Be sure!**

Before beginning a grant proposal, make sure that you and the potential donor are a good match. Thoroughly review a funder's website and look for a foundation's 990, which often lists its previous donations ([www.guidestar.org](http://www.guidestar.org) and the Foundation Center Directory are both helpful online resources). You can join e-mail lists for sites that send funding opportunities, such as AWID and [www.fundsforngos.org](http://www.fundsforngos.org). Also try to connect with people at the funding organization so you can discuss how your work is in alignment with their funding opportunities.

## **Be clear!**

Donors must understand where their money is going. When writing a grant proposal, make sure your objectives, proposed activities, and intended impact are clearly articulated and easy to understand.

- Outline very clear objectives for your proposal and the activities you plan to do in order to reach those objectives. Give specific details.
- Explain why you are unique. What do you do that no one else does?
- Be clear about the intended impact in the short term and long term.
- Always include detailed stories, and images if possible, of individuals or communities that illustrate the change you are making.
- How are you partnering with others to create a bigger impact?
- Highlight what the donor will get out of this potential partnership.
- Be creative with your formatting. Consider using bullet points, underlining, bolding, indenting, and adding charts and graphs to make the objectives easy to read and understand.

## **Be honest!**

You are cultivating a relationship, which is why it's important to be honest. Through honesty, you build understanding and respect and a solid foundation with your funders.

- Be honest about challenges. Donors want to know when you don't meet your goals. Use challenges as a way to talk about your creativity in the face of adversity, and to illustrate your ability to adapt to changing situations.
- Share who else is funding your work. This shows credibility and your ability to leverage funds from various resources – which are both great things!

## **Be thorough!**

Avoid unnecessary language or typing errors. While the content of your proposal is very important, so is the editorial side.

- Remember your audience and avoid using jargon or “secret language” that a funder might not understand. Clearly explain complex ideas and programs, and don't assume that a donor understands the issue in the same way you do. This is also a great opportunity to share your insightful analysis.
- Ask someone to read over your proposal to catch any typos or grammatical mistakes.

## **For More Information Check Out:**

- African Women's Development Fund: <http://www.awdf.org/>
- Global Fund for Women: <http://www.globalfundforwomen.org/>
- Mama Cash: <http://www.mamacash.org/>