



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 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. 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/>