

12. Writing an ARC Proposal: Guidance by Proposal Section

Proposals seeking ARC internal funding should be summarized according to the Proposal Template below. Proposals for external donors should follow the template or format provided by that specific donor; but should still include these elements in the final draft. Our format gives you enough detail to help create the DIP the donor may require, even if they don't need this level of detail in the proposal.

1. Executive Summary (one to two pages)

In two pages or less summarize the entire project, highlighting the dollar amount you are requesting, the timeframe (start and end dates), goal, objectives, critical activities and implementing partners. Briefly summarize why this project is necessary (what is the problem and how does this project contribute to the solution?). Briefly state the organization's experience in implementing such a project.

2. Introduction/Country Overview & Assessment Findings (>2 pages)

Briefly introduce the country and its primary characteristics (population, economic, socio-political, security, etc.) Summarize the nature of the problem the project is addressing. Identify the causes and effects or consequences. Highlight any primary or secondary quantitative data collection the assessment team may have collected.

3. Overview of Target area (>2 pages)

Briefly describe the location of the proposed program and include a map. Discuss the primary characteristics of the target area in detail as they relate to the project being proposed (i.e. morbidity & mortality rates, number and condition of health posts, ethnicity, literacy, etc.) Discuss how this area was chosen over others.

4. Project Goals, Objectives, Interventions and Critical Activities (1/2 – 1 page)

Describe project goal, objectives, interventions, and critical activities following the guidance and definitions contained in earlier sections. Link the project's goal, objectives, and interventions to the assessment findings or situational analysis

5. Information on Beneficiary Population (~2 paragraphs)

Describe the targeted population in greater detail than section three. Include beneficiary estimates broken down by gender where available. Include any quantitative and qualitative data (either from secondary research or the needs assessment).

6. Coordination (~1-2 paragraphs)

Describe other actors working in the area, demonstrating how the project being proposed will lead to a balanced portfolio in the target area and not produce overlaps. Briefly describe the type and frequency of activities that will be undertaken to ensure coordination among the various local and international organizations working in the area.

7. Training Plan (if applicable)

Include a training plan in table format highlighting the learning objectives, training methods, key activities, key personnel, and audience.

8. Major Challenges (~1-2 paragraphs)
Summarize major challenges the project team expects to face and how they will be dealt with.
9. Monitoring & Evaluation Plan (~ ½ page)
Discuss how progress toward objectives will be monitored and measured. Describe how and when the baseline, mid-term and final evaluations will be carried out. Describe current data collection systems already in place in the target area. Discuss how the project's data collection systems will complement those already in place. Briefly describe the qualifications of the personnel implementing the evaluation plan.
10. Capacity Building (~ ½ page)
Discuss the capacity of the implementing partner(s) in carrying out the proposed interventions. Describe key activities that will build the capacity of the partners to implement the program in a quality and sustainable manner. Provide an overview of any institution assessment that may have been conducted to determine capacity of implementing partners, including the one proposing the project.
11. Sustainability (~1/2 page)
Describe how key activities will continue after project funding ends OR describe how the impact of the project will continue after key funding and critical activities end. Include the roles various actors, partners, and communities members expect to play in ensuring sustainability. Where available, cite evidence from other projects or similar project in different regions attesting to the likelihood of sustainability given certain interventions.
12. Project Team & Relevant Experience
Describe the proposed management structure for the project. Include key responsibilities for each staff person proposed along with reporting relationship and key qualifications (in table form).
13. Budget and Budget Narrative
Use ARC budget template along with standard categories and codes.
14. Timetable
In table or Gantt chart form, provide a timetable for key activities throughout the life of the project.
15. Appendices
Include any relevant appendices (documents that may have been too lengthy to include in the body of the proposal, e.g. resumes of key personnel, summary of needs assessments, logframe or results framework, etc.)