

Fund-Raising

(Introduction to Proposal Writing)

GLOMUS Camp 2015
Presented by Randy Stubbs
Tumaini University Makumira, Tanzania

Session #1

Projects with a Purpose: 8 Questions You Need to Answer

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A Framework

- What are Projects?
- What are Grants?
- Where does all the money come from?
- How do you get this money?
- Who are these persons that can convince others to give this money?

Randy's Background

- In the beginning...classical pianist & organist
- Ventures and adventures with synthesizers, jazz improvisation, technical theatre (sound, lights), conducting, music directing, recording, multi-cultural music
- Opened a music studio, then started a NFP and ran it for 15 years, developed a large church music program, moved to Tanzania, Africa in 2006, to help start the only Music Degree programme in Tanzania.
- Proposal writer for 22 years, very small to pretty big.



Read & Follow the Directions!

- Every Project is different
- Every funder has their own policies & procedures
- The amount of money available directly affects the amount of work involved and the level of detail required
- There is NOT one size fits all solution,
but there are many similarities

8 Questions You Need to Answer

1. What is the purpose of the Project?
2. What is the audience served?
3. What is the evidence of need?
4. What are the activities planned?
5. What is the time required?
6. What are the qualifications of the key personnel?
7. What are the plans for future funding?
8. What other sources are being approached?
9. Create a Budget



“Know Thyself”

(CIVICUS Writing a Funding Proposal)

- Don't start writing a funding proposal before you have done the necessary research, thinking and planning!
- Which came first, The chicken or the egg?
- The first question you need to ask yourself is: Why are you writing a funding proposal?
- The simple answer to this is: You write a funding proposal to persuade someone to give your organisation or project money.

“Know Thyself”

- There are several reasons why you may have decided that the best route to go in raising money for your project is through “selling” it to a donor.

These might include:

- Large sums of money are needed;
- You have decided that it is important to “diversify” your funding base – to have more than one or a few donors who support your organisation;
- The proposed project fits within a broader framework of regional or national development in which a number of donors are already involved.

“Know Thyself”

- Before you go ahead, be sure that requesting funds from a donor is a good route to go for this particular project.

Alternatives include:

- Raising money from the community which will benefit;
- Using money which the organisation has generated itself through investment or earned income.

“Know Thyself”

(Organisational Identity)

- The potential donor needs to know that your organization is a “good risk” or investment for their funds.
- Basics: Mission and Goal of your organization, Board of Directors/Council & their affiliations, Key staff and qualifications, brief organisational history with relevant highlights
- A SWOT Analysis can assist in showing a realistic picture of your organization, including an awareness of your short comings. The Proposal should build on your positive traits and address the negative aspects.

“Know Thyself” SWOT

Strengths	Weaknesses
Opportunities	Threats

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Questions?

Tomorrow Session #2

Types of Funding Sources:

Finding the Right Match

Thank You!