Industry and Team Communications – Part One: The Proposal

Proposing A Project

When proposing a new project or pitching an innovative product or service, you want the delivery of your idea to have a meaningful impact on your audience. Here are some great tips to effectively plan and communicate your ideas.

- Do your research
- Be enthusiastic
- Use clear and simple visuals
- Paint a vision of the future
- Share your insights
- Know how to overcome common sales objections
- Listen to understand, not just to reply
- Write down the feedback you receive
- Outline alternative options of approach, and
- Have a clear takeaway or action plan for future reference

Writing A Grant

If you require funding for your research, you may be advised to apply for a grant. Here are some strategies to writing a successful grant.

Step 1: Identify the area that needs funding

Step 2: Read carefully through the grant process guidelines.

Indicate what is the grant-awarding body looking for, to determine the funding.

Step 3: Prepare a summary statement

This means, once you have gone through the grant, prepare a summary of your project. The summary should include the following:

- A description of who you are and what your organization represents.
- The goal of the project, if you were to receive the funding.

- A breakdown of how you will use the funds allotted to your project.

Step 4: Prepare an Outline

- Include each step in your plan of action.
- Make sure the outline is comprehensive enough for the grant body to understand precisely what you are trying to achieve.
- Indicate how your project aligns with the goals of the granting body.
- Identify whether your project is in line with the grantor funding.

Step 5: Proposal Writing

The proposal itself includes the following:

- **Cover Letter:** A common practice is to write your cover letter after completing all of the variables in your application.

- **Executive summary:** It is typically one page only, that's clear and concise

- **Needs Statement:** This is a critical piece of the grant proposal. Its objective is to outline the key components of what you are requesting, why you feel this is important, and with funding, how you plan to solve a problem or significantly add to the existing literature on the subject.

- **Goals and Objectives:** Goals indicate what you intend to accomplish with the funding. This section highlights both the process of achieving your desired outcome and the results of your objectives. It is essential to ensure that both of these variables are clearly indicated.

- **Program Design:** The aim of this section is to help your grantor understand how you are going to reach the goals and objectives that you have already identified.

- **Evaluation Section**: This is how you are going to evaluate the success or failure of your project. The grantor wants to ensure that their money accomplishes its initial intentions. Therefore, it's your responsibility to provide a reputable evaluation plan.

- **Sustainability**: The intention of this section is to indicate additional sources of funding and provide transparency if you've engaged with any other grantors regarding this project.

- **A Brief about your organization**: In this section, you need to provide some background information about regarding your organization. The objective is to

persuade the grantor that you are not only the most reputable option to undertake this project, but to also ensure all funds provided are used efficiently.

In this section, include the following:

- Your history
- Mission
- The people you serve
- Your track records, and
- A list of the programs you have done

- **Project's Budget**: This section calculates the total cost of your project. Ideally, this should provide a full budget, including all expenses in the foreseeable future. Attention to detail is essential here, as it not only presents your project in a professional manner, but also indicates to the grantor the feasible logistics of providing the desired funding.

Step 6: Finalizing

You must review and compile all documents ready to apply.

Step 7: Follow Up

This is very important to ensure that the funder received your application and that it is under review. It is also an opportunity to talk to the funding body further and entice them of your project's validity.

Also note, that it is advisable to wait at least a week before sending it to the grantor. Please understand that the review process might take weeks or even months. but this doesn't necessarily mean your application has been rejected