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**PHILIPPINES**

# The Proposal Submission, Writing and Review Process

## Quick Tips to Prospective Applicants

# The Proposal Submission, Writing and Review Process

## What this is:

- Help understand the solicitation and review process
- Help write more effective/responsive proposals
- Based on the Solicitation Guidelines of Phil-Am Fund

## Elements of a Solicitation

<b>Solicitation Element</b>	<b>Description</b>	<b>Points to Consider</b>
<b>Background</b>	Description of the problem to be addressed	Are you already familiar with the problem?
<b>Eligibility</b>	Types of organizations that are eligible/not eligible	Does your organization meet the eligibility criteria?
<b>Deadlines for Applications</b>	Either a fixed deadline or a rolling timeframe during which proposals will be accepted	Can you write a complete proposal by the deadline?
<b>Maximum Funding and Timeframe</b>	Budget ceiling and expected timeframe for the project (period of performance)	What goals/objectives can be achieved within these parameters?

## Submission and Evaluation

<b>Solicitation Element</b>	<b>Description</b>	<b>Points to Consider</b>
Application Instructions	Detailed description of what should be in your proposal	Read this section carefully!
Evaluation Criteria	Criteria by which your proposal will be judged, weighted by points	Based on the point allocation, which are most important? Strong in these areas?
Cost Sharing	Expectation that your organization, or another donor, will contribute to the project (% of the total cost)	Can you meet the cost sharing requirement?
Submission Instructions	Description of format and method by which proposal should be submitted	Pay attention and comply

# Components of a Proposal

- Technical Proposal
  - Technical Approach
  - Management Structure
  - Institutional Capacity
  - Additional Sections (e.g. gender, environment, sustainability, PWDs)
  - Results Framework
  - Eligibility Requirements
- Cost proposal
  - Budget
  - Narrative

# The Technical Section

Be clear on the requirements

- Highlight every place in the solicitation that defines success:
  - “Required indicators for the grant....”
  - “The strategic focus of grants under this category....”
  - “Preference will be given to activities that ...”
- Understand the evaluation criteria and priorities from the start (remember the instructions)

# The Technical Section, What and How

- Explains the proposed project (5 W's and the 2 H's or the description of your development hypothesis)
- Demonstrate fit with donor strategy
- Clearly align your proposed activities with the objectives of your application
- Do not regurgitate the Solicitation

# The GMT

- The audience: the Grants Management Team
  - Evaluates all proposals
  - Provides scores/ratings and eliminates non-responsive proposals
  - Strives to reach consensus
  - Not necessarily subject matter experts



# Technical Proposal Tips

- Understand how your proposal will be evaluated

Evaluation Criteria	
<b>1</b>	<b>Clarity and Consistency of Outcomes, Outputs, and Activities (30%)</b>
	Clearly define the problem and the solution through project activities? [15%]
	In the Results Framework, project goals, outcomes, outputs and activities are logically consistent [15%]
<b>2</b>	<b>Strategic Positioning (60%)</b>
	New approaches and methods [20%]
	Contribute significantly to illustrative and required indicators [10%]
	Sustainable entities/structures even after Phil-Am funding ends [10%]
	Scalable and replicable so its impact can be increased in the future [15%]
	Mobilize other institutions (donors, communities, organizations, etc.) [5%]
<b>3</b>	<b>Organizational Capacity (10%)</b>
	Capacity/experience to implement the proposal [5%]
	Qualified key personnel in the Funding Category being applied for [5%]

# Technical Proposal Tips

- Stick to the page limits (font type and size also) and number of words in the instructions
- Use language consistent with the instructions
  - If the Solicitation asks for a section on technical approach, include a section entitled “Technical Approach”
- Use the same structure and format outlined in the Solicitation
- Make sure your proposal is complete
- Vet your proposed personnel

# Technical Approach

## Understanding of Issues and Problem

- Has clear understanding of the issues and the problem to be addressed
- Has clear understanding of factors that may facilitate or impede project implementation
- Has clear grasp of the category applied for and how it could potentially contribute to the solutions to the issues identified

# Technical Approach

## Technical Quality and Relevance

- What is the “development hypothesis?” This provides the foundation for the proposed intervention: problem, target area, activities. State your case clearly
- The application shows clear strategies and methodologies that will directly respond to the issues identified above;
- Activities, outputs and outcomes of the application contribute clearly to identified problems as well as to achieving the objectives of the solicitation applied for
- Activities are inclusive, innovative and carry the potential for scale and sustainability
- Close the story – what do we get by end of the day – answer the “so what?” question – what would the confluence of activities and outputs achieve? Sustainability?

# Technical Approach

## Results Framework

- The Results Framework approach is an effective planning methodology
- Provides clear, concise and systematic information about the project.
- Clearly and explicitly shows the connections and relationships between various components of the proposed project such as goals, objectives, activities

# Management Structure

## Management Plan

- The application clearly shows the blueprint for project implementation including the timeline for its major activities and outputs over the life of the project.
- The application clearly shows how the Applicant will manage funds, personnel, project deliverables and relationships with partners, stakeholders and the donor
- Presents strategies in responding to issues and concerns that might arise during project implementation

# Management Structure

## Key Personnel

- Key personnel show track record that demonstrate knowledge and expertise in managing and implementing their assigned tasks
- Key personnel do not have any negative record that might harm project credibility or integrity
- Key personnel qualifications match requirements of the position

# Institutional Capacity

## Institutional Capability

- Availability of Operations, Financial, and Human Resources Manuals
- The organization has the necessary resources – human, technical, financial – or access to these resources to be able to successfully implement the project within the proposed time frame and cost
- Track record



# Institutional Capacity

## Past Performance

- Description of projects undertaken and successfully completed in the past three years, especially those similar to the project being proposed including amount of funding received and funding source
- Partnerships established during the course of the Applicant's work in the field or category of the project
- Memberships in networks or professional associations

# Cost Proposal Submission Requirements

- Strictly follow template for cost proposal including budget notes
- Budget should be broken down by years (columns) and cost categories: Salaries, Fringe Benefits, Program Costs, Equipment, Transportation , Other Direct Costs
- Follow the format prescribed in the Solicitation. This is where many applications failed.

# Conclusion

- We appreciate your interest and look forward to receiving your proposals
- No assurance that your proposal will be approved/funded

## Other considerations:

- Competition
- Fit vis-à-vis the solicitation
- Internal governance
- Organizational management
- Good luck!!!!