



## Skill Up Webinar Series

# Turning ideas into action: effective proposal writing for humanitarians

**Welcome to this session**




**Poppy Hankir**  
Head of Business Development



**Jen Wilkins**  
Fundraising Lead



# Housekeeping

- This webinar is being recorded: link and slide deck will be shared via post-event email
- Type your questions into the Q&A function, for our discussion at the end
- Use chat for any reflections & reactions
- Kind reminder: please keep questions and comments respectful & on-topic
- You can turn on captions (including translated captions) by clicking 'More' at the bottom of your screen, then  ... and selecting your language
- An HPass digital badge is available for all live webinar attendees

# Solicited proposals & call for proposals:

- ✓ Check eligibility and due diligence requirements.
- 📄 Check narrative proposal guidelines - page & word limits, font, supporting documents (i.e. project team CVs, organisation's accounts).
- 💰 Check budget guidelines- budget ceiling, currency, direct vs indirect %, ICR/Admin %.
- ✍️ Check grading criteria (if provided).
- ☰ Check submission guidelines- check time zone, email or physical submission, online portal.



# Unsolicited Proposals:

## Research

Funder mission?  
Funder priorities?  
Past grantees?

## Evidence

Data  
Case studies  
Testimonies

## Concise

Aim for 5 pages, use clear and concise language, avoid jargon

## Call-to-action

Clarity around the ask. What do you need from the donor and what impact would that achieve?

## Sample Structure:

- Project Title and dates
- Geography (specific)
- Problem Statement/Needs Assessment
- Proposed activities
- Experience delivering similar projects
- Proposed beneficiaries
- Simple project plan
- Topline budget



## Generic Hints and Tips for proposals:

- Project Title - KISS
- Include recent (>3 years) experience (geography, sector, partners, donor etc.)
- Gender disaggregation throughout proposal (focus areas: Assessment data, Proposed outputs, Proposed reporting).
- Proposed Outputs and Measures = SMART.
- Own or partners' needs assessment = Best. If second hand, recent and cite!



# End to End Proposal Process:

## Draft content

- Who needs to input to content?
- Any questions for the funder?
- What's the best format for content?
- Clear ownership and timeframes

## Proposal submission

- Understand requirements
  - Document format(s)
- Communicate timeframes to stakeholders

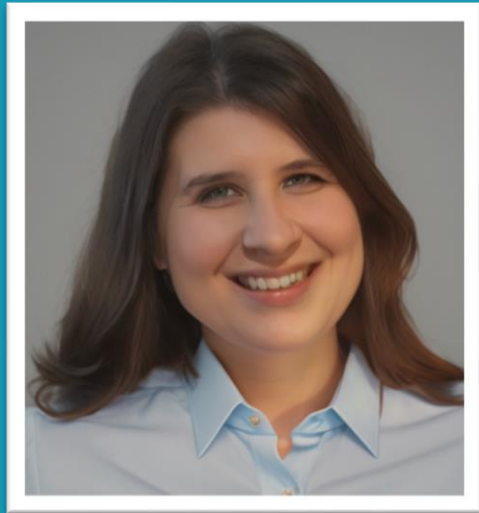
## Go/No-Go Decision

- Strategic alignment?
- Capacity to deliver (for proposal and project)?
- Donor due diligence?

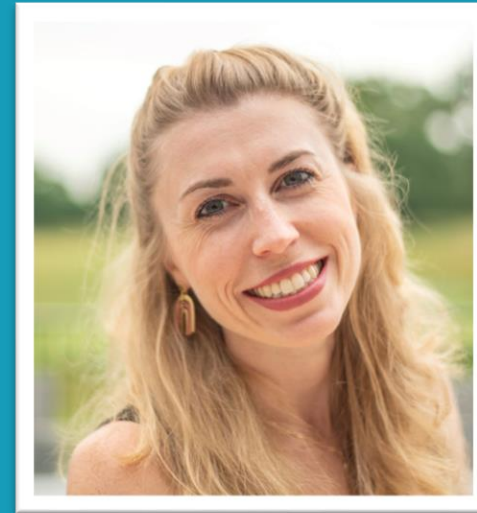
## Review and sign off

- Who needs to review content?
- Who needs to review budget?
- Communicate timeframes of review
- Allow time to absorb feedback

# Panel discussion



**Poppy Hankir**  
Head of Business Development



**Jen Wilkins**  
Fundraising Lead

**Submit your question via the Zoom Q&A function**

# Thank you & next steps

- Please share feedback via Zoom survey
- Keep an eye on your inbox: a copy of the recording and slide deck will be emailed to you
- HPass digital badge: you will receive a separate email with details of how to claim your badge



**Skill Up Webinar Series**  
**Turning ideas into action:**  
**effective proposal writing for**  
**humanitarians**

Webinar attendee