

Module 1

Understanding Proposal Development



Learning Outcomes

- ☐ You will understand the proposal process and identify the key components of strong proposals and learn to craft clear and concise objectives and outcomes.
- ☐ The ultimate goal is empowerment as you will be able to apply your learning to real projects and strengthen your capacity to manage projects effectively and sustainably.

WHAT IS A PROJECT PROPOSAL?

A project proposal is a detailed plan that outlines the objectives, methodology, budget, and expected outcomes of a project. It serves as a formal request for funding or approval from stakeholders or donors. The proposal should convincingly communicate the value and feasibility of the project, addressing the specific needs it aims to solve and demonstrating how it aligns with the priorities of the funding organisation.

Proposal development is an essential part of 'identification' stage in the Project Management Cycle. It creates a detailed plan for the project, including its goals, strategies, methods, budget, and monitoring and evaluation plan.

Project Management Cycles

