FUNDRAISING GUIDELINES

A proposal is a detailed explanation of your campaign- and it can help you obtain valuable resources (i.e. funding or product donations). When you give a copy of it to potential contributors, and/or make presentations to them about the information it contains, they can understand what you're trying to accomplish, and might be persuaded to help. A good proposal shows that you've put a good deal of time and planning into your project.

▶ GENERAL STRUCTURE OF A PROPOSAL

COVER PAGE | has the title of your proposal, the date, and the names and contact information of the people responsible for implementing the proposal.

EXECUTIVE SUMMARY | its an overview of your project, and answers the following questions:
who, what, when, where, how and why?

INTRODUCTION | explains the Millennium Development Goals, and how your project will help accomplish them.

ACTIVITIES | explains what you will specifically do with your project, step by step
(i.e. organize workshops, conferences, events, write newsletters).
List each activity under a new heading, and who will be involved in each.

TIMELINE | has a calendar, with a list of the steps of each activity beside the date each will be accomplished.

PEOPLE | lists everyone involved in the project, with a short biography about each, and their role. Also, it includes a list of everyone giving advice about your project, like a professor at a local university
(this gives your endevour more legitimacy).

BUDGET | gives exacts costs of everything that you will spend money on in your project.

APPENDICES | includes anything extra: such as letters of support from any institutions, media clippings about previous projects that you and/or your group worked on, and any detailed descriptions or plans that are too long to include in the proposal.

▶ GENERAL SUGGESTIONS FOR A GREAT PROPOSAL:

- Use formal language
- Include only the most important information- anything that isn't very important will distract the reader
- Use lots of headings and bullets to make your proposal easier to read
- Work out the entire structure before you write
- Remember that the people reading your proposal may not know anything related to what you're trying to do, so explain everything that they might not know

GOOD LUCK!