SUPPLEMENTARY WORKBOOK:
KICK A** PROPOSAL CONTENT WEBINAR

BY PROGRESSUM (TRAINING & COACHING)
FOR CENTRE FOR SOCIAL IMPACT -
KIA WHITI TONU PROGRAMME

DECEMBER 2020
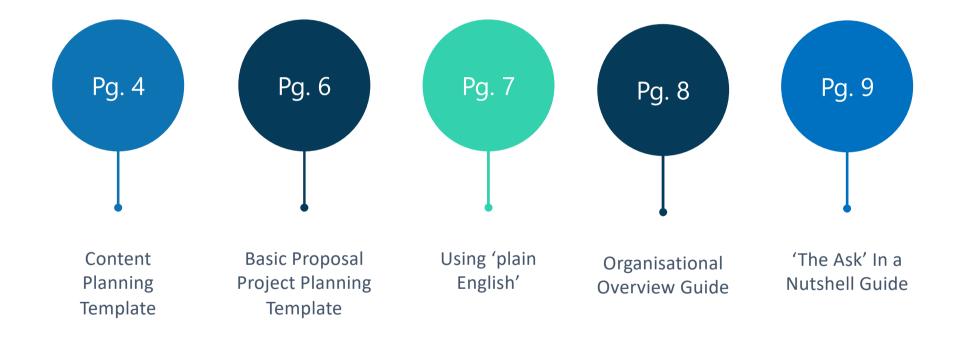

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A Foundation North Initiative

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About this workbook

This workbook has been developed as a supplement to the webinar 'Kick A** Proposal Content'
delivered by Progressum as part of the Kia Whiti Tonu programme developed by the Centre for
Social Impact and delivered in December 2020.

About Kia Whiti Tonu

The Kia Whiti Tonu programme has been developed following the recently released national COVID-
19 impact survey of tangata whenua, community and voluntary organisations.

Carried out over May and June 2020 by CSI in partnership with Hui E! Community Aotearoa,
Philanthropy New Zealand, and Volunteering New Zealand, the findings of the survey were
published in the Time To Shine report.

The survey identified a strong commitment across the sector to respond, recover, and then reshape
for the future. It also identified some key areas where respondents wanted support to help them
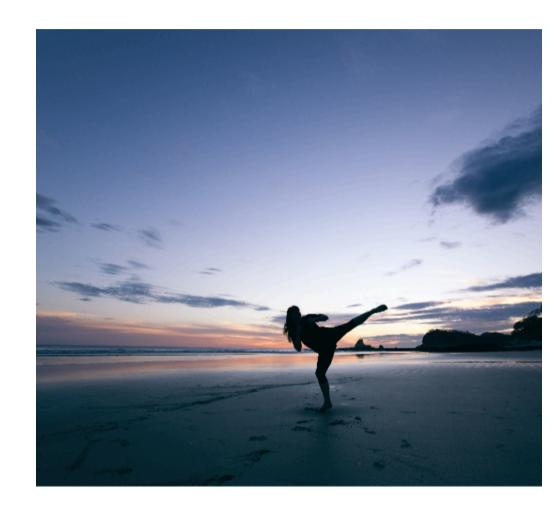shine brightly and build back better after the disruption of COVID-19.

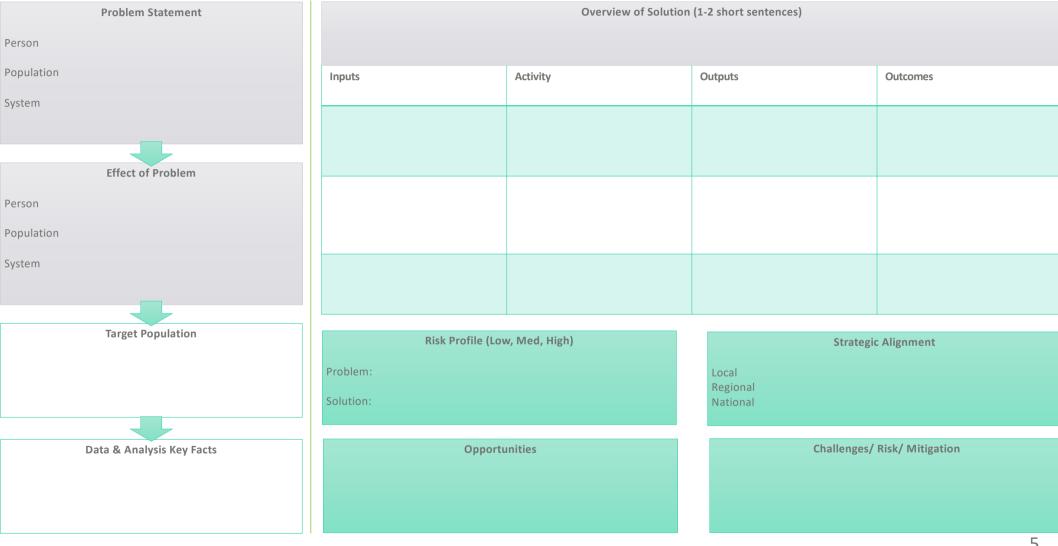# Problem, Solution & Intervention Planning Template

Guidance on using the template

Tips for using the template on the next page to plan your proposals:

- Keep it short during initial phases – content can be crafted and developed as the project progresses.

- Capture basic elements that will aid in developing the program.

- Can be used as a group brainstorming tool.

- The intervention logic/ logic model can be used in group sessions and worked from right to left (from outcomes back to inputs).

- More information about logic models and their development can be found at https://whatworks.org.nz/logic-model/.

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Proposal Development: Problem, Solution & Intervention Planning Template

Problem Statement
Person
Population
System

Effect of Problem
Person
Population
System

Target Population

Data & Analysis Key Facts

Overview of Solution (1-2 short sentences)

Inputs	Activity	Outputs	Outcomes

Risk Profile (Low, Med, High)
Problem:
Solution:

Strategic Alignment
Local
Regional
National

Opportunities

Challenges/ Risk/ Mitigation

Basic Proposal Project Planning Template

Guidance on using the template

This template can be used to create a best practice timeline for development of a funding submission. It can be adapted to specific organisational needs, specific funding round requirements or sized appropriately for larger or smaller submissions.

This helps to give you time to develop robust content, meet all requirements and meet deadlines with less stress!

Item	Add dates based on funder dates	Assigned Lead
Project Kick-off Meeting (usually post funding announcement released)		
Requirements review and organisational fit, initial brainstorm on content/ programme design		
Questions compiled (note dates of Q&A, if available)		
Content (programme design) confirmed		
1st Draft Narrative		
Attachments and other requirements		
1st Draft Review & Modifications		
2nd Draft (Narrative and attachments)		
2nd Draft Review & Modifications to narrative & attachments		
Cost/ Price Solution Development		
Cost/ Price Review		
Final Reviews – • alignment with Funder Strategy • communicates win strategy • meets funder requirements • meets content requirements • assessment - scoring matrix completed (as available)		
Finalisation and Presentation (as applicable)- formatting, final editing/ proofreading etc		
Final CEO Signoff (or appropriate signatory authority)		
Submission		
Note dates of follow up activity required		
Debrief		
Contract Award		

Using 'plain English'

Area of document	Guidance notes
Big picture elements	✓ The purpose of the document is clear. ✓ The whole document supports the purpose. ✓ The structure and layout of the document is clear and logical. ✓ Headings are useful and aid navigation. ✓ The tone is consistent and supports the purpose.
Sentences	✓ Sentences are short, simple, and precise. ✓ Sentences focus on one topic.
Words	✓ The words are precise and familiar. ✓ Active voice ✓ Use one word instead of many where possible. ✓ Take out 'filler' words. ✓ Use short sentences. ✓ Use short paragraphs. ✓ Tone: personal pronouns ('you' and 'we'). ✓ Use bulleted lists.
Accuracy	✓ The document is error-free.

Example

Not Plain English: Although there could be many different approaches, an approach could be taken were there was only the evidence-based MST approach would be used.

Plain English: We are implementing Multi Systemic Therapy (MST), an evidence-based approach.

Parliamentary Counsel Office, 3.4A Legislation: Using paragraphs to enhance readability and clarity, retrieved from http://www.pco.govt.nz/3.4a/, 19 November 2019.

How to write in Plain English, retrieved from http://www.plainenglish.co.uk/files/howto.pdf, 17 November 2019.

Organisation Overview Guide

Preparation

An organisational profile is a standard part of a proposal. It can be used and modified for each proposal. Using the questions below, use it as a guide to develop a short organisational profile.

Before you start, consider and write down on a separate piece of paper:

• 3 information points that the reader should retain,

• The impression of the organisation you would like the reader to come away with, and

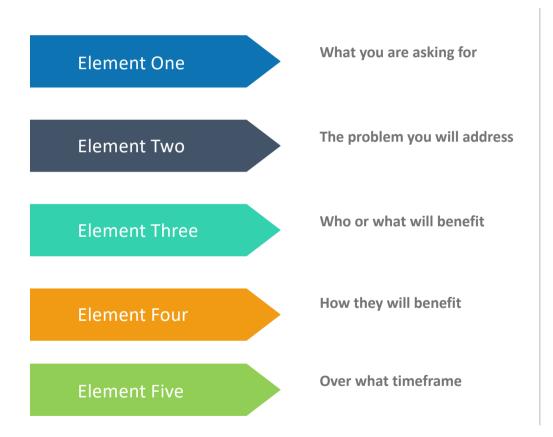• The emotional response you would like to evoke.

Content Development

Writing the Overview (1-2 short paragraphs)

• Why your organisation is fantastic! The heart and soul or special spark!

• Overview of the organisation and brief history.

• Organisational vision, mission, purpose (this is a great place to convey passion for how you are planning to make the world a better place!)

• Strategic goals and operational focus.

• Highlights of successful delivery (outputs and outcomes)

'The Ask' In a Nutshell Guide

Element One	What you are asking for
Element Two	The problem you will address
Element Three	Who or what will benefit
Element Four	How they will benefit
Element Five	Over what timeframe

Our organisation will **Element One** _____ to

address the issue of **Element Two** _____ .

The beneficiaries of this initiative/ programme are

Element Three _____ and they will ultimately

Element Four _____ with these benefits

realised in the next **Element Five** _____ .

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