



Evidence Generation & Analysis

**Core session: Introduction to Concept Note- Writing
Winning Proposals**



Kingdom of the Netherlands



**SESSION
OBJECTIVE**



OBJECTIVE

- Learn about strategies for fundraising and applying for funding.



GETTING STARTED



When considering future funding, it is important to know your organization, have a clear mission and vision, and understand what you do well.



RESOURCE MOBILIZATION

A process of identifying and obtaining resources to help achieve organizational goals and ensure sustainability

Types: Financial and non-financial supplies

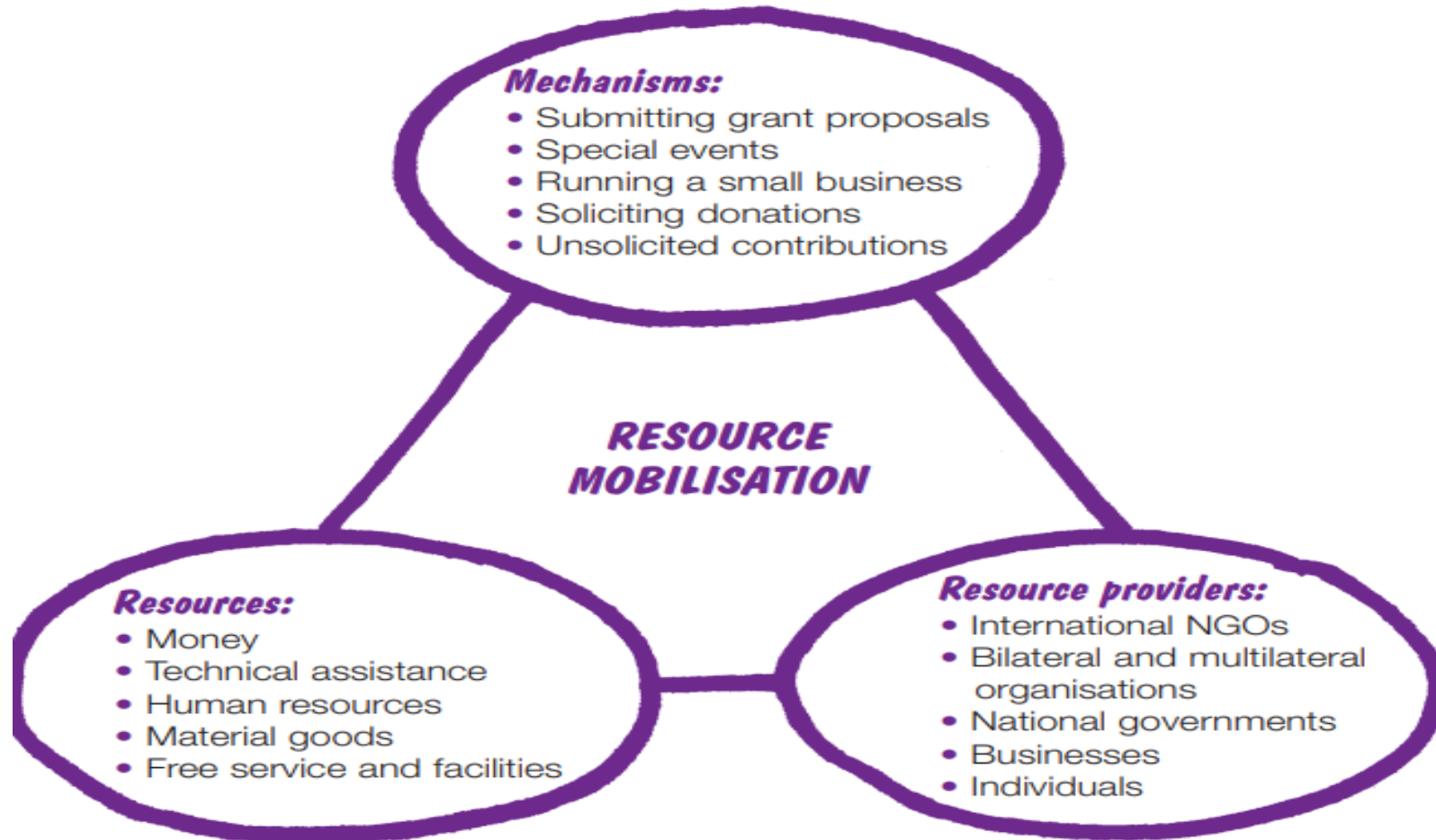
- **Man** – human, manpower, staff
- **Money** – funds, capital, physical cash
- **Materials** – equipment, machines, instruments, stationeries,

PURPOSE OF RESOURCE MOBILIZATION

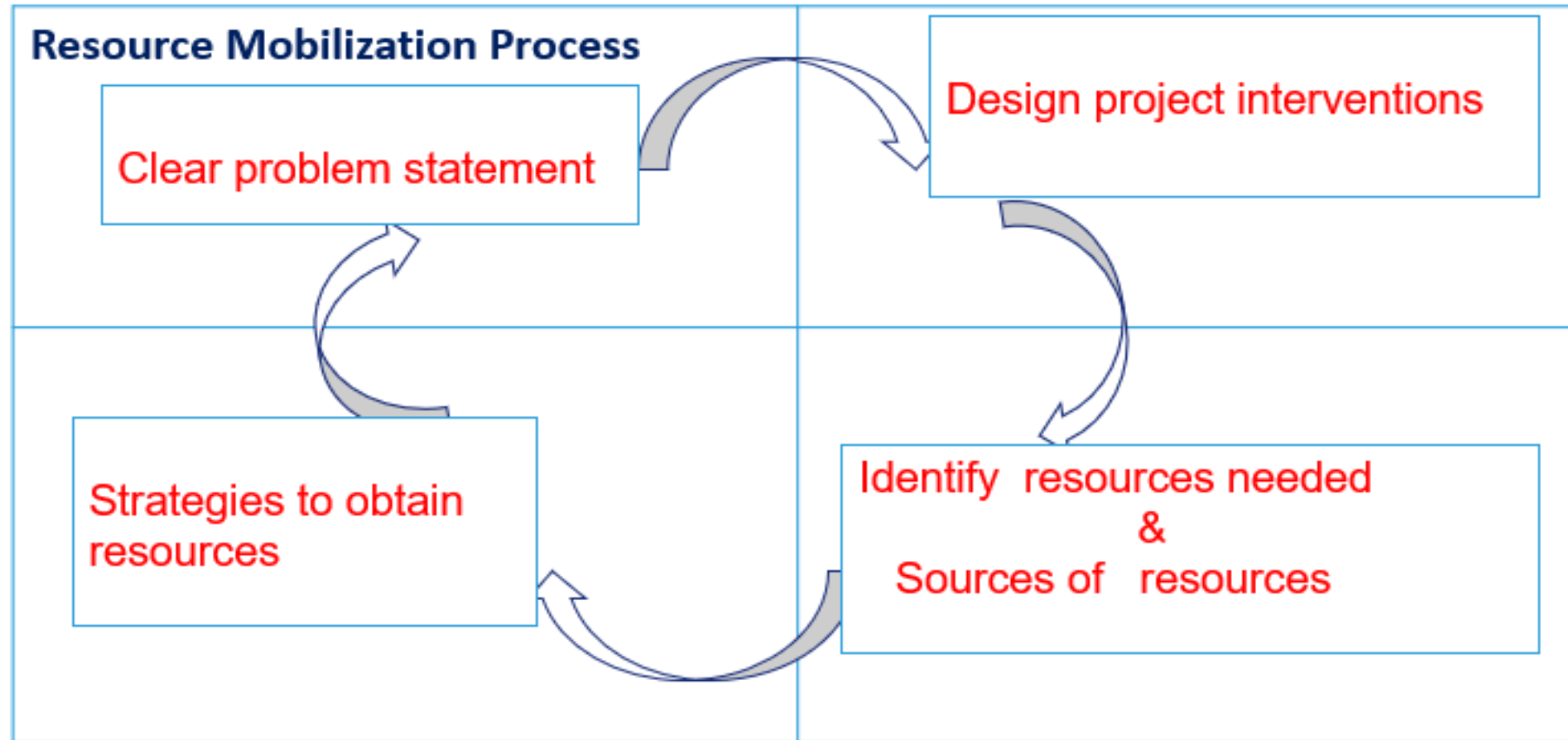
- To create efforts in using own local assets to gain support for organizational goal
- To create multiple sources of funding to increase organizational independence and flexibility to implement programs
- Reduce reliance on external (or foreign) funding



RESOURCE MOBILIZATION SOURCES



RESOURCE MOBILIZATION PROCESS



RESOURCE MOBILIZATION STRATEGY & PLAN

Strategies

- Integration
- Letters for support
- Grant proposal
- Collaboration
- Synergy Formation
- Partnership
- Alliance Creation
- Be Receptive, open
- Discussion forum
- Be prepared, organized
- Hopeful

Plan

- Problem Definition
- Organizational Analysis (SWOT)
- Stakeholder Analysis
- Project Design
- Resource Analysis
- Resource Acquisition Strategy
- Develop a Sustainability Strategy

FIVE TIPS FOR SEEKING FUNDING

TIPS:

1. Apply for a reasonable and appropriate amount of funding.
2. Provide specifics in proposals but be concise.
3. Build a network of partners.
4. Be precise when responding to solicitations.
5. Start pilot projects with private funds if possible.



TIPS FOR SEEKING FUNDING

1. Apply for a reasonable and appropriate amount of funding:

- Consider both the available funds under the solicitation and the absorptive capacity of your organization.
- Be wary of seeking funding that is too large or too small



TIPS FOR SEEKING FUNDING

2. Provide specifics in the proposal but be concise:

- Do not just state what you will do, but how you will do it.
- Do not confuse proposal length with proposal quality.
- Consider using external reviewers for proposals.



TIPS FOR SEEKING FUNDING

3. Build a network of partners

- Networks are a means for gathering intelligence and building awareness about your organization.
- Seek partners with similar values but complementary strengths.



TIPS FOR SEEKING FUNDING

4. Be precise when responding to solicitations

- Review solicitations and make checklists of requirements (page limits, deadlines, submission instructions, etc.)
- Pay close attention to eligibility criteria, application scoring methods and application requirements



TIPS FOR SEEKING FUNDING

5. Start piloting projects with private funds if possible

- Privately-funded pilots are an ideal method to examine a risky or innovative approach.
- Privately-funded pilots allow NGOs to help shape a donor's agenda rather than just respond



DECISION CHECK LIST FOR SEEKING FUNDING

GO-NO-GO- DECISION MAKING

Name of opportunity: UNAIDS Malawi READY+
Deadline: July 1, 2025
Funder/ Client: UNAIDS
Budget: \$500,000

Item	Description	Comment
a	Does the programme address our values? (Locally owned, evidence driven, southern led and person-centred)	YES/ NO
b	Does the programme align with our strategy/ Global Plan of Action? Which specific actions does it address?	YES/ NO
c	Does the opportunity meet with our internal policies?	YES/ NO
d	Is there time to prepare a competitive proposal by the deadline?	YES/ NO
e	Can key staff commit to the required time?	YES/ NO
f	Does the organization have the capacity to prepare a competitive proposal in the time available?	YES/ NO
g	Should a scoping visit be carried out?	YES/ NO
h	Should in-county conceptualisation take place?	YES/NO
i	What are the risks related to applying or not applying for this opportunity?	
j	Are there cost share implications?	YES/NO
k	Is the call payment by results	YES/ NO
l	Do new staff need to be recruited to deliver the proposed programme?	YES/ NO
m	Are any partners also applying?	YES/NO

EXAMPLE:COMMON FUNDING TERMS

Key Terms in USG Funding

- Acquisition and Assistance
- Cooperative Agreements and Grants
- Contracts



SOLICITATION MECHANISM

Annual Program Statement (APS)

- Allows for multiple awards
- Applicants propose intervention to address a stated theme
- Proposals often accepted on a rolling basis

SOLICITATION MECHANISM

Request for application (RFA)

- Most common NGO funding source
- Usually highly competitive
- Mechanism for Grants/Cooperative Agreements

SOLICITATION MECHANISM

Request for proposal (RFP)

- Acquisition instrument
- Commonly used for-profit companies
- Mechanism for contracts

SOLICITATION MECHANISM

Other Solicitation mechanisms

- Re-Competes or Re-Bids
- Multiple-Stage Competitions
- Sub-granting Mechanisms
- Extensions/Modifications to Current Awards (increases in funding, scope of work, etc.)

Comparing Program Implementation and Resource Mobilization

Program Implementation	VS	Resource Mobilization
Project Management	Core Skill Sets	Marketing
Project Stakeholders	Key Relationships	Donors & Potential Partners
Beneficiaries Needs	Orientation	Donor Needs
Defined Period	Timeline	Ongoing
Descriptive	Narrative Style	Persuasive
Procurement/Finance	Compliance Issues	Solicitation Guidelines

MARKETING –

Definition:

"Marketing is an organizational function and a set of processes for creating, communicating and delivering value to customers and for managing customer relationships in ways that benefit the organization and its stakeholders."

-The American Marketing Association




COMMON NGO MARKETING STRATEGIES


1. Geographical Experience

- Extensive knowledge of local political, cultural, and linguistic context
- Staff and offices on the ground and ready to go


WHERE WE WORK




Asia and Eastern Europe
In Asia and Eastern Europe injecting drug use is a key cause of new HIV...




Eastern and Southern Africa
In Eastern and Southern Africa we support some of the world's most...



Latin America and the Caribbean
In Latin American and the Caribbean, we're supporting marginalised groups who...



Middle East and North Africa
In the Middle East and North Africa, we're helping men who have sex with men...



West and Central Africa
West and Central Africa represents just 7% of the total worldwide population...

COMMON NGO MARKETING STRATEGIES

2. Technical Expertise

- Specific sectoral focus
(climate change, HIV/AIDS, etc.)
- Credible skills and experience



COMMON NGO MARKETING STRATEGIES

3. Demographic expertise

- Focus on serving distinct demographic groups, such as women, children, ethnic minorities, or high-risk populations
- Similar to technical expertise, credibility is key



COMMON NGO MARKETING STRATEGIES

4. Special Resource Leveraging

- Large volunteer base
- Unrestricted funding sources
- Attachment to a university or corporation
- Seed funding



EXAMPLE: SUMMARY-MARKETING STRATEGIES



Frontline AIDS

Strategy	Specific examples
Geographical experience	East and Southern Africa (Uganda, Kenya, Tanzania, Burundi, Zambia, Zimbabwe, Eswatini, Mozambique, Angola, Malawi)
Technical expertise	HIV/AIDS, MNCH, Gender, Human Rights, SRHR, Harm Reduction, Advocacy, FGS/SRHR Integration, HPV/HIV Integration, Comprehensive Sexuality Education
Demographic experience	Women, Children, LGBTQI, Sex workers, PWDS, AGYW etc.
Special Resource Leveraging	Unrestricted grants, Partners

CAPACITY STATEMENT

Purpose of capacity statement

- Required for many project applications
- A door-opener to new agencies
- Communicate qualification and past performance
- Set your organization apart from others

CAPACITY STATEMENT

5 Key Areas of a Capacity Statement

- Core Competencies
- Past Performance
- Differentiators
- Organizational Data
- Contact Information



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CAPABILITIES STATEMENT

ABOUT WIDESCOPE

Widescope Consulting Contracting and Services delivers information technology and staff augmentation services to the federal government, state and local municipalities. We bring to bare fast, reliable, immediately productive, and experienced resources from multiple disciplines to reduce risk and ensure customer satisfaction. Utilizing customer focused demand management processes, we continuously prepare and develop talent tailored towards your specific needs.

We constantly strive to be a company that delivers an outstanding work product without requiring a lot of maintenance from our government clients. Our ultimate goal is to surpass your expectations and make your job easier, not more difficult.

CORE COMPETENCIES

Widescope Consulting Contracting and Services helps customers meet their technology objectives by providing technical resources to meet their short and long term IT requirements related to the following:

- Staff Augmentation
- Project Management
- Program Management
- Software Development
- Executive Administration

PAST PERFORMANCE

- Submarine Fiber Optics Mapping & Cabling
- Cyber Security & Visitor Management Solutions
- Facility Management & Security Modernization
- Dynamic Dashboards for Data Mining & Analytics
- Software & Website Development/Maintenance
- IT, Communications, & Internet Connectivity
- Advanced Training & Curriculum Development
- Modern Video Conferencing (VTC) Installations

FEATURED CLIENTS

- Space and Naval Warfare Systems Command (SPAWAR)
- US Defense Information Systems Agency (DISA)
- The Christian Methodist Episcopal Church
- Naval Computer and Telecommunication Station (NCTS)

CODES & CERTIFICATIONS

- Service Disabled Veteran Owned Small Business
- Center for Verification Evaluation (CVE) Certified
- Minority Owned Small Business
- 8(a) Business Development Program
- DOT certified DBE
- CAGE Code – 743B9
- We Accept Credit & Purchase Cards

NAICS CODES: 541330, 541512, 541611, 541612
541614, 561320, 541519, 611430

DUNS NUMBER: 079310444 CAGE CODE: 743B9



CAPACITY STATEMENT

Tips for a successful capacity statement

- Keep it brief, 1-2 pages max.
- Use short sentences, bullet points
- Create in Microsoft Word but distribute in PDF
- Use organization's logo and branding for easy recognition

TIPS FOR STRENGTHENING ORGANIZATIONAL CAPACITY- RESOURCE MOBILIZATION

1. Preparing for Fundraising

- Clear sense and commitment to your vision and mission --
- Promising program that will yield results
- Evidence of past accomplishments
- Effective management and leadership by your board members and staff
- Financial systems that will safeguard the resources raised, including adequate financial controls
- Solid reputation, credibility, and positive image
- Mutual respect and knowledge sharing between the organization and the community it benefits
- The ability to attract, create, and sustain

TIPS FOR STRENGTHENING ORGANIZATIONAL CAPACITY- RESOURCE MOBILIZATION

2. Researching the current situation

- The legal situation in the country may allow or restrict certain types of activities
- Tax consequences may affect how your organization reports the income
- Tax relief for individual or corporate donations may be an incentive to give
- Successful fundraising efforts of other civil society organizations (CSOs) may be replicated.
- Building on local cultural and religious practices and traditions

TIPS FOR STRENGTHENING ORGANIZATIONAL CAPACITY- RESOURCE MOBILIZATION

3. Mapping your current assets

- Board Members
- Staff
- Volunteers
- Community members.
- Community groups etc

Example: Role of Board in resource mobilization

- Cultivate potential supporters
- Speak on behalf of the organization
- Strategize with staff on fundraising
- Donate to the organization.

TIPS FOR STRENGTHENING ORGANIZATIONAL CAPACITY- RESOURCE MOBILIZATION

Income generating activities

- Membership fees
- Cost recovery- **Charging user fees on certain services**
- Business Venture – e.g., clinic, school.
- Special events. E.g., World AIDS day- sell crafts, T-shirts with your logo.
- Professional Associations- Rotary Club- Network

Questions

