Section 6.2 Activities

Activity 6.2.1 Create a Mindmap

Before writing your proposal:

- Brainstorm ways to meet the funder’s objectives
- List the broad program areas/services that you intend to provide and their objectives
- Identify the activity/ies for each area and objective
- Map the order and timing for the activities and objectives
- Explain why you chose the activity to achieve your objective
- Describe the evidence base for your chosen delivery model, methods, activities, and outcomes
- Indicate how the planned work will effectively lead to the anticipated outcomes.

Mindmap your thoughts.

Answer the questions on page 149. Use bullet points or post-it notes to separate out ideas. Every time you have a new idea, put it on a post-it note and then stick them all on the wall. Once you have got all your ideas, you can group them together and see what goes with what. Arrange your thoughts into themes.

Possible themes include:

- What does the funder want?
- Our capabilities
- Our track record
- Costs and timings
- Background to project
- Our proposal.
### Activity 6.2.1 Create a Mindmap (cont.)

<table>
<thead>
<tr>
<th>Proposal Area</th>
<th>Questions</th>
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| **Concept**                            | 1. **WHAT** is the identified need?  
2. **WHO** is the targeted population?  
3. **WHY** does the problem need to be addressed?  
4. **WHAT** does the funder want?  
5. **WHAT** is your solution?  
6. **HOW** will your solution meet the identified need and the funder’s aims? |
| **Activity Plan**                      | 1. **WHAT** activities will you be doing?  
2. **WHO** will be doing them?  
3. **HOW** will the activities be delivered?  
4. **HOW** long will you be undertaking the activities?  
5. **WHAT** skills or knowledge gaps are in your proposed team?  
6. **WHO** should you partner with to strengthen your application (see Identifying Opportunities for Collaboration (p151))?  
7. **WHAT** will the activities achieve?  
8. **HOW** will your achievements be measured? |
| **Budget**                             | 1. **WHAT** resources and materials are needed?  
2. **WHY** are the resources and materials needed?  
3. **HOW** long do you need the resources and materials for?  
4. **HOW** much do they cost?  
5. **HOW** much of the total cost will be met by your organisation?  
6. **HOW** much of the total cost will be requested from the funding body?  
(See Your Budget (p175)) |
| **Organisational Track Record and Proposal Team** | 1. **WHY** should the funding body fund your organisation?  
2. **WHAT** experience does your organisation have in producing outcomes and benefits?  
3. **WHAT** skills and qualifications does the proposed team possess? |