

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 continued over page

Activity 6.2.1 Create a Mindmap (cont.)

Proposal Area	Questions
Concept	<ul style="list-style-type: none"> ➤ WHAT is the identified need? ➤ WHO is the targeted population? ➤ WHY does the problem need to be addressed? ➤ WHAT does the funder want? ➤ WHAT is your solution? ➤ HOW will your solution meet the identified need and the funder's aims?
Activity Plan	<ul style="list-style-type: none"> ➤ WHAT activities will you be doing? ➤ WHO will be doing them? ➤ HOW will the activities be delivered? ➤ HOW long will you be undertaking the activities? ➤ WHAT skills or knowledge gaps are in your proposed team? ➤ WHO should you partner with to strengthen your application (see Identifying Opportunities for Collaboration (p151))? ➤ WHAT will the activities achieve? ➤ HOW will your achievements be measured?
Budget	<ul style="list-style-type: none"> ➤ WHAT resources and materials are needed? ➤ WHY are the resources and materials needed? ➤ HOW long do you need the resources and materials for? ➤ HOW much do they cost? ➤ HOW much of the total cost will be met by your organisation? ➤ HOW much of the total cost will be requested from the funding body? <p>(See Your Budget (p175))</p>
Organisational Track Record and Proposal Team	<ul style="list-style-type: none"> ➤ WHY should the funding body fund your organisation? ➤ WHAT experience does your organisation have in producing outcomes and benefits? ➤ WHAT skills and qualifications does the proposed team possess?

Activity 6.2.2 Summarise Your Mindmap

Take a moment to focus on the need/problem that your organisation seeks to address.

Develop a three or four-sentence description that describes the need/problem that your proposal (and the funder's money) will address.

Write down the funding body's priorities and objectives.

Write down what you can do.

Write down how your proposal will meet the funder's objectives.

Write down how your proposal will meet your organisation's objectives.

Write down how your proposal will address the identified problem and benefit the community.