

# WORKSHEET:

PART 1 OF 4

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## A Strategic Approach to Concept Note or Proposal

Focus/Theme of the project:

Population to be served:

Title:

Problem (1-2 sentences)

Solution (1-2 sentences)

Our unique proposition. Why are we the best to provide this? Proof! (2-3 points)

**OUR STRATEGY:** *Insert the above information into the 5 key areas of a proposal*

- 1. Program/Project Description** - Main points to highlight
- 2. Budget** - Expense ratio and explanation
- 3. Competition** - How is our approach different from others working in our sector
- 4. Partnerships** - List the Partners and what they will do to carry out the work
- 5. Evaluation** - START your program with Impact measurement in mind. What IS the good you want to do? Build in ways to measure how it will come about.