Developing a compelling proposal

Centre for International and Professional Experiences
Line-up

• Why
• Getting started
• Key considerations
• Putting it together
Why write proposals?

• Means of communicating idea(s)
  – Demonstrate competence
  – Accountability

• Writing facilitates:
  – Idea development
  – Refinement and clarity
Getting started

• Articulate your idea
  – Find the core power: in as few words as possible, without fancy speak
    e.g. iPod = ability to hold your entire music collection in your hand
  – Spark imagination: without mention of tactics and details
    i.e. Imagine if <insert idea here>
  – Break it down:
    i.e. We believe the problem we are solving is <identify problem>
    Our solution is <solution>, which will work by <demonstrate how solution connects to problem>
Getting started

• Articulate your idea

  – Distill your idea and its underlying need or motivation
  – Share what you plan to propose
Getting started

• Refining and fleshing your idea
  – Concept
    ▪ What is the focus/need and why is that important? How is it significant?
    ▪ What is your personal philosophy and mission? How does project fit?
    ▪ What questions are you trying to answer?
    ▪ What can you draw on to support your concept/argument? E.g. data or academic theories
    ▪ What are desired outcome(s)?

  ▪ Social Impact Fellowship/Service in the City
    what mission/cause are you advancing?

  ▪ Travel Fellowship
    How will journey connect to academic and personal development?
    What are project’s academic rationale and learning outcomes?
Getting started

• Refining and fleshing your idea
  – Program
    ▪ How will proposed concept or program be conducted?
    ▪ What is the project timeline and critical milestones?
      What is the detailed itinerary
      How will you/participants get around
      Where will you stay
    ▪ What are the anticipated outcomes?
    ▪ How will you evaluate success?
      Outputs versus outcomes
    ▪ How will you present your findings/results?
Getting started

• Refining and fleshing your idea
  – Budget
    ▪ Will be informed largely by program and timelines
    ▪ Be comprehensive in identifying needs and obtain estimates accordingly to get a good sense of costs
    ▪ Demonstrate financial prudence
Key considerations

Keep in mind:

• Reviewer/audience
  – Is the proposal clearly written?
  – Can the reader (i.e. a lay-person unacquainted with your idea) understand?

• Style
  – Be authentic; let your personality and idea shine
  – Demonstrate that you are well-informed about project and context
Putting it together

• Cover page
  • Abstract/executive summary
  • Introduction
  • Project Description/Narrative
    – Ethical considerations
    – Risk Management
  • Timeline
  • Personal growth/Social Impact
  • Budget

• Brief but comprehensive title for project
• Names of team members
• Institutional affiliation of applicants
Putting it together

- Cover page
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- Comprises key elements such as:
  - General purpose  
  - Specific goals  
  - Research design  
  - Method(s)  
  - Significance  

- Provides first impressions
- Should be in future tense
Putting it together

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• Covers:
  – Problem statement
  – Purpose and significance
  – Background, rationale and need

• Remember to address:
  – How is your project/idea any different from previous work conducted?
  – What are anticipated outcomes and how do they match with identified needs?
Putting it together

• Cover page
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• Covers:
  – Objectives
  – Methods
  – Execution
  – Outputs/Outcomes
  – Evaluation
  – Multiplier/Dissemination

• Remember to address:
  – How will success be demonstrated?
  – How would impact look like (and on who)?
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- Are groups or communities vulnerable?
- How will informed consent and representation be handled?
- How will your engagement impact groups/communities involved, given defined and finite duration of project(s)?
- How can impact be sustained even after project ends?
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- What partners/organisations can you work with to support your efforts (and increase rate of success)?
- What are the possible changes and/or risks involved (in program)? How can these be mitigated positively?
- What are safety concerns relating to spaces (in which projects will be conducted/launched)? How can these be managed or reduced?
Putting it together

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• List all milestones (i.e. key and intermediate)
  – Consider start and end dates, and how different intermediate/sub-stages connect
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**Personal growth/Social Impact**

- Identify and list all necessary skills and competencies required for smooth execution.
- Identify leads for each task/milestone
- What and how do you envision learning to be like
  - E.g. Subject matter knowledge, cross-cultural awareness, inter-personal
- What difference will your effort make (in lives of end-users/participants)?
  - Outputs vs. outcomes
Putting it together

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Q & A
Final notes

Applications close 31 January 2016 (11.59pm)

Travel Fellowship
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