

From Technical Project to Donor-Ready Proposal

E-book summary

From Technical Project to Donor-Ready Proposal is a practical e-book that helps proposal developers, organizations, cooperatives, research centers, consultants, and institutional teams turn a technical idea into a clear, coherent proposal ready to adapt to an actual call for proposals.

The e-book is designed for practical work as well as reading. Each section produces a specific part of the final proposal.

1. The problem this e-book addresses

Many good ideas fail to secure funding because they are presented as technical projects rather than fundable proposals.

The problem is usually not a lack of ability, experience, or commitment. The proposal simply does not clearly answer the questions a donor needs to assess:

- What specific problem exists?
- Who is affected, and where?
- What evidence shows that the problem is real?
- Why could this solution work?
- What will be done, with whom, and when?
- How will change be measured?
- What will remain in place when the funding ends?

The e-book addresses this gap. It helps readers move beyond explaining a technical idea and build a convincing case for a donor through clarity, evidence, logic, and feasibility.

2. What you will build

By the end of the process, readers will have a complete fundable proposal, ready to adapt to a call for proposals or present to a potential donor.

The main deliverables are:

Deliverable	Status
Initial project assessment	☐ Complete
Clearly defined problem suitable for donor support and documented situation analysis	☐ Complete
Theory of Change and basic Logical Framework	☐ Complete
Proposal outline review — Individual Session 1	☐ Complete
Practical implementation plan covering activities, methodology, stakeholders, and indicators	☐ Complete
Proposal expressed in language that addresses donor needs	☐ Complete
Project sustainability plan, budget, and pitch	☐ Complete
Reviewed and complete fundable proposal — Individual Session 2	☐ Complete

The outcome goes beyond knowledge of proposal development. It is a complete, structured proposal with a sound case for support.

3. How IGROW guides the process

IGROW structures the entire e-book and guides how readers think, write, and make the case for a proposal to a donor.

IGROW stage	How it applies in this e-book
I — Issue / Intent	Clarifies why you are here and the real problem to solve. The e-book starts with a challenging question: is your project written to explain a technical idea or to convince a donor? This stage builds awareness of the problem.
G — Goal	Defines what to achieve by the end of each section. Every part ends with a concrete deliverable, turning learning into practical work.
R — Reality	Examines the current situation and the errors weakening your proposal. Readers identify the gaps that often prevent a good project from securing funding.
O — Options	Provides practical tools to turn weak components into a stronger case for funding. Templates, examples, checklists, and guiding questions support better writing, decisions, and proposal development.
W — Way Forward	Ends each section with a clear next step. Every exercise produces a component that informs the next. The e-book becomes a connected implementation process rather than a collection of tips.

4. What this e-book promises

This e-book does not promise funding, because no resource can guarantee it. It promises that, by the end of the process, readers will have a clearer, more coherent, verifiable proposal ready for assessment.

In summary:

The e-book turns a technical idea into a fundable proposal, built step by step with evidence, logic, indicators, sustainability, budget, and language that addresses donor needs.