

GUIDE TO WRITING PROJECT PROPOSALS

N.B: Please read this document carefully before developing your proposal and completing your monitoring matrix.

In drafting your proposal you will need to outline the **GOALS** and **OBJECTIVES** of your proposed project.

GOALS

For example: Improved quality of life of People Living with HIV/AIDS

GOAL is a general statement that describes the hoped for result of a program/project. Goals are achieved in the **LONG TERM** as a result of the combined efforts of multiple programs.

Think about the kind of long term result you would like your project to contribute to.

OBJECTIVES

An **OBJECTIVE** is the specific statement detailing the desired accomplishments of the project. It is stated in terms of the objectives to be achieved, **NOT** the processes or activities to be performed.

N.B: A properly stated objective starts with an action verb (e.g: To reduce, To increase)

Objectives should be **SMART**:

Specific – the objective specifies the characteristics of the target population (e.g: gender, age etc.) **AND** location of the target population (e.g: city, village, region).

Measurable – the objective can be measured using available methods and tools.

Attainable – the objective can realistically be reached by your organization in the time period specified.

Relevant – the objective pertains to the overall project goal specified.

Time-limited – the objective includes the end date by which it is to be achieved.
In developing your objectives you should think of:

- What you want to accomplish by the end of the project.
- Who your target audience is.

Example of a SMART objective:

To provide complementary health care services to at least 10 persons living with AIDS in Prince Village and environs by March 31, 2006.

N.B: A target group, a community, service to be provided and a time line are all defined in this objective.

ACTIVITIES

After you have defined your objectives you should describe the specific activities that will be conducted to achieve each of the objectives that you have outlined.