

How to Effectively write Winning Proposals

Sattva Consulting conducted a session on “**How to write Winning Proposals**” on **29th June Wednesday, 2022** . The session provided valuable insights from the other side of the table that how Corporates evaluate the proposals and what are the key points they look for.

The deck with the value points has been attached [here](#), and the [sample budget template](#) is also hereby attached along with the template of [request for proposal form](#) .

Incase of any queries or information on future engagements ,please feel free to reach out at: partnernetwork@sattva.co.in

Key elements of the Proposal Template:

- **Problem Statement:** Trace out the problem in a way which is effectively backed up with data and key points.
- **Objective:** Describe the objective of the solutions offered and the viability of the same . Measure the success of the programme in numbers and state them.
- **Plan of Action:** Describe the course of action taken to achieve the programme objectives, and challenges that might come and corrective actions that would be taken.
- **Highlight what is in it for the corporates?:** It is indeed important to highlight the reason why corporations should invest in the programme. With the long term perspective in thought state the benefits corporates will have .
- **Why your Organization:** State the USP and key points, achievements regarding your organization which makes you stand out from others. Highlight what are the organization’s core elements that make it a win-win partner for that corporate.

Best Practices to follow while writing RFPs

- Use **relevant data points** to build rationale and objectives for interventions proposed, Back all the key points in the deck with secondary research.
- Provide **project relevant and quantifiable outcome** and output indicators, set milestones mid project and give expected impact numbers at the end of the programme.
- Draft out and present **logical timelines** for the project milestones and activities.
- Explicitly state **rationale behind calculation** of planned outcome figures .
- Provide a well **articulated project monitoring plan** in detail with clear governance structure.
- Cite **case studies** from previous or current projects.
- Strategically present **stories from the beneficiaries** if needed.