

NGO FUNDRAISING TEMPLATE LIBRARY

Universal / All-Purpose Donor

Concept Note & Technical Proposal Template

Donor family: bilateral agencies, embassies, UN agency calls, INGO sub-grants and trusts.

Use when no donor-specific format is provided — adapt to the donor's priorities.

How to use this template

- Replace every italicised grey prompt with your own content, then delete this box.
- If the donor provides its own format, use theirs; map your content from this superset into it.
- Keep a clear logical thread: problem → objectives → activities → results → indicators → budget.

A donor-agnostic structure that works for most bilateral agencies, embassies' small-grant schemes, UN agency calls, INGO sub-grants and trusts that do not provide their own template. When a donor supplies a format, use theirs — but this captures everything a strong submission needs and is easy to adapt.

PART A — Concept Note

Typically 2–4 pages. Its job is to win an invitation to submit the full proposal, so be sharp on the problem, the change, and the fit with the donor.

A.1 Project summary

Project title	...
Applicant organisation	<i>Legal name; registration; country</i>
Partner(s)	<i>Names & roles, or 'none'</i>
Location(s)	<i>Country / region / areas</i>
Thematic area / sector	...
Duration	<i>Months</i>
Total budget	<i>Currency & amount</i>
Amount requested	<i>Currency & amount</i>
Target beneficiaries	<i>Total; key disaggregation</i>

A.2 Background & problem statement

The context, the specific problem, its causes and consequences, and the evidence — concise and sourced.

A.3 Goal & objectives

One goal and 2–4 objectives that, together, address the problem.

A.4 Target beneficiaries

Who benefits, how many, selection criteria, and how they are involved (disaggregate by sex, age, disability).

A.5 Proposed approach & key activities

The strategy and the headline activities under each objective; what makes it effective/innovative.

A.6 Expected results

Outputs and outcomes you expect to achieve.

A.7 Alignment with donor priorities

How the project advances the donor's stated objectives and relevant national priorities / SDGs.

A.8 Organisational capacity & indicative budget

A short capacity statement and an indicative budget split by major category.

PART B — Technical Proposal

The full narrative. Follow any donor word/page limits; keep it evidence-led and tightly linked from problem → objectives → activities → results → budget.

B.1 Cover page / summary sheet

Project title	...
Applicant & partners	...
Donor / call reference	...
Location(s) & duration	...
Total budget / amount requested	<i>Currency & amounts</i>
Contact person	<i>Name, title, email, phone</i>
Date of submission	...

B.2 Executive summary

B.3 Organisational background & capacity

Mission, relevant experience, similar projects delivered, governance, systems, and why you can deliver this.

B.4 Situation analysis & needs assessment

Problem analysis with current data, stakeholder and needs assessment, and the gap addressed.

B.5 Justification & relevance

Why this project, why now, why you — and alignment with the donor's priorities, national strategies and the SDGs.

B.6 Goal, objectives & theory of change

Goal, objectives, and the causal logic (if...then...because) with key assumptions. Insert a ToC diagram if available.

B.7 Logical framework

Results chain	Indicators	Baseline	Target	Means of verification	Assumptions
Impact / Overall objective	...	...	...	...	...

Results chain	Indicators	Baseline	Target	Means of verification	Assumptions
Outcome / Specific objective	...	...	...	...	...
Output 1	...	...	...	...	...
Output 2	...	...	...	...	...
Output 3	...	...	...	...	...
Activities (per output)	...	...	...	...	...

B.8 Activities & implementation methodology

Detailed activities under each objective, the delivery approach, sequencing, and quality standards.

B.9 Beneficiaries & targeting (GESI)

Targeting criteria, numbers, disaggregation, and how gender equality and social inclusion are built in.

B.10 Implementation plan / workplan

Activity	Responsible	Quarter 1	Quarter 2	Quarter 3	Quarter 4
...	...	...	...	...	...
...	...	...	...	...	...
...	...	...	...	...	...
...	...	...	...	...	...
...	...	...	...	...	...

B.11 Partnerships & coordination

Partners and roles, governance of the partnership, and coordination with government, communities and other actors.

B.12 Monitoring, Evaluation, Accountability & Learning (MEAL)

MEAL approach, indicators with baselines/targets, data sources and frequency, accountability/feedback mechanisms, and learning.

Indicator	Level	Baseline	Target	Source / frequency
...	...	...	...	...
...	...	...	...	...
...	...	...	...	...

Indicator	Level	Baseline	Target	Source / frequency
...	...	...	...	...

B.13 Risk management

Risk	Likelihood (L/M/H)	Impact (L/M/H)	Mitigation measure
...	...	...	...
...	...	...	...
...	...	...	...
...	...	...	...

B.14 Cross-cutting issues

- *Gender equality and women's empowerment.*
- *Environment and climate.*
- *Safeguarding / PSEA and Do-No-Harm.*
- *Disability and social inclusion.*

B.15 Sustainability & exit strategy

Financial, institutional and policy sustainability, and how benefits continue after the grant.

B.16 Budget & budget narrative

Summary by category below; attach the detailed line-item budget and a narrative justifying major costs and any co-financing.

Budget category	Amount (USD)	% of total
1. Human resources / personnel	...	...
2. Travel	...	...
3. Equipment & supplies	...	...
4. Local office / running costs	...	...
5. Other costs, services	...	...
6. Programme activities	...	...
7. Subtotal direct eligible costs	...	...
8. Indirect costs / overheads	...	...
TOTAL	...	...

B.17 Annexes (as required)

- *Detailed budget (spreadsheet).*
- *Logical framework (full).*
- *Workplan / Gantt chart.*
- *Organisational registration and governance documents.*
- *CVs of key staff and letters of partnership/support.*
- *Audited accounts / financial statements.*