

CREATING PROGRAMME PROPOSALS

- a collection of lessons learnt...

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WMUK CONTEXT

Staff

Too much money

Active fundraising

Replicating
anything

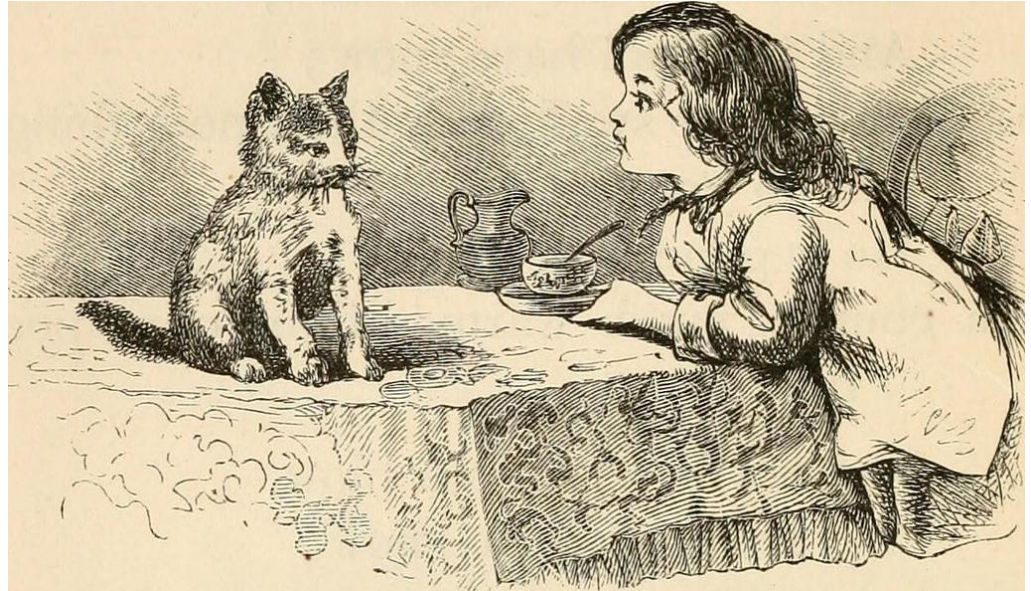
Confused



WORKING WITH THE FUNDER

Talk to them

Explain context and
why things matter



ADDRESS CRITICISM

- explicitly!

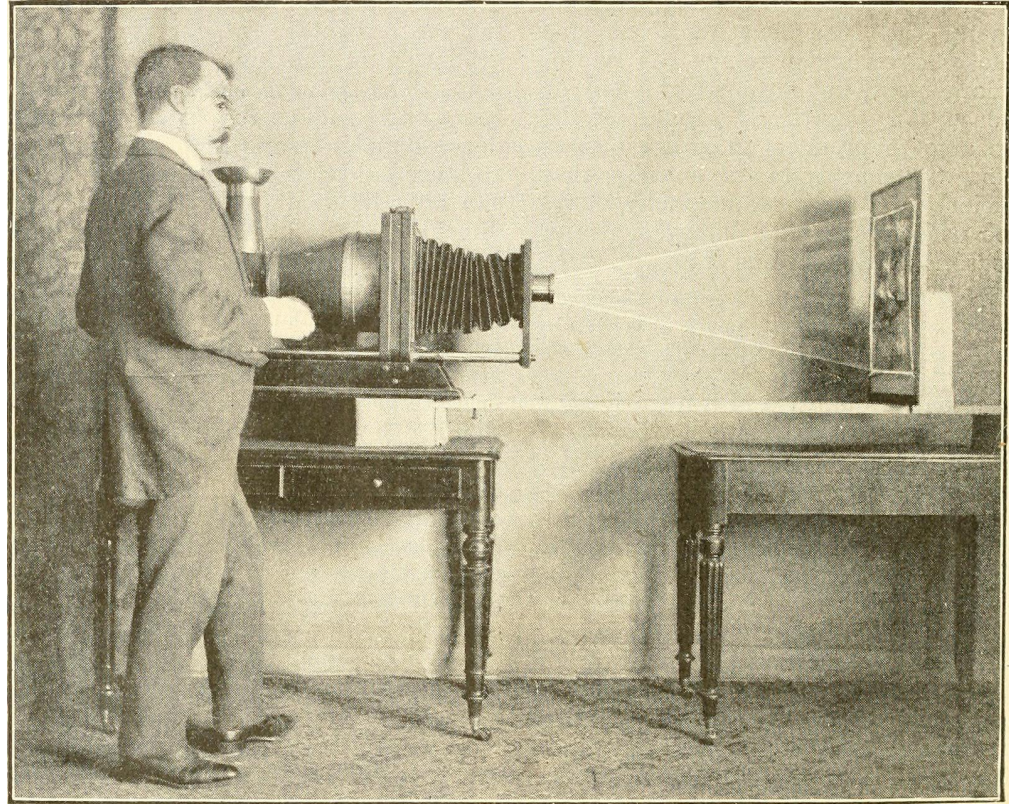
Have patience
with
conflicting
comments



FOCUS PLANS

“WMUK clarifies the relationship of its programs and projects to long term goals and includes measurable targets in each area.

WMUK includes an assessment of context and resources (financial, staff, board) needed to achieve these goals”

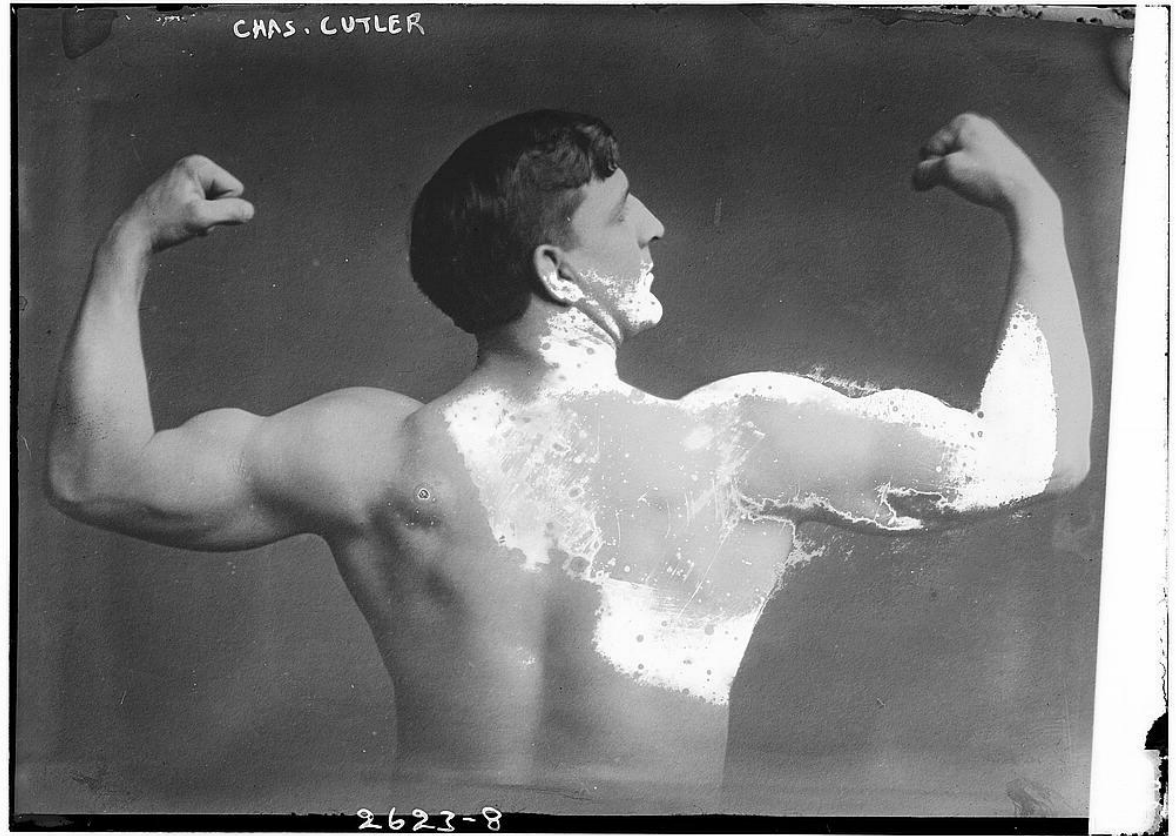


FOCUS EFFORTS

Target work where
it matters

Staff focused on
impact areas

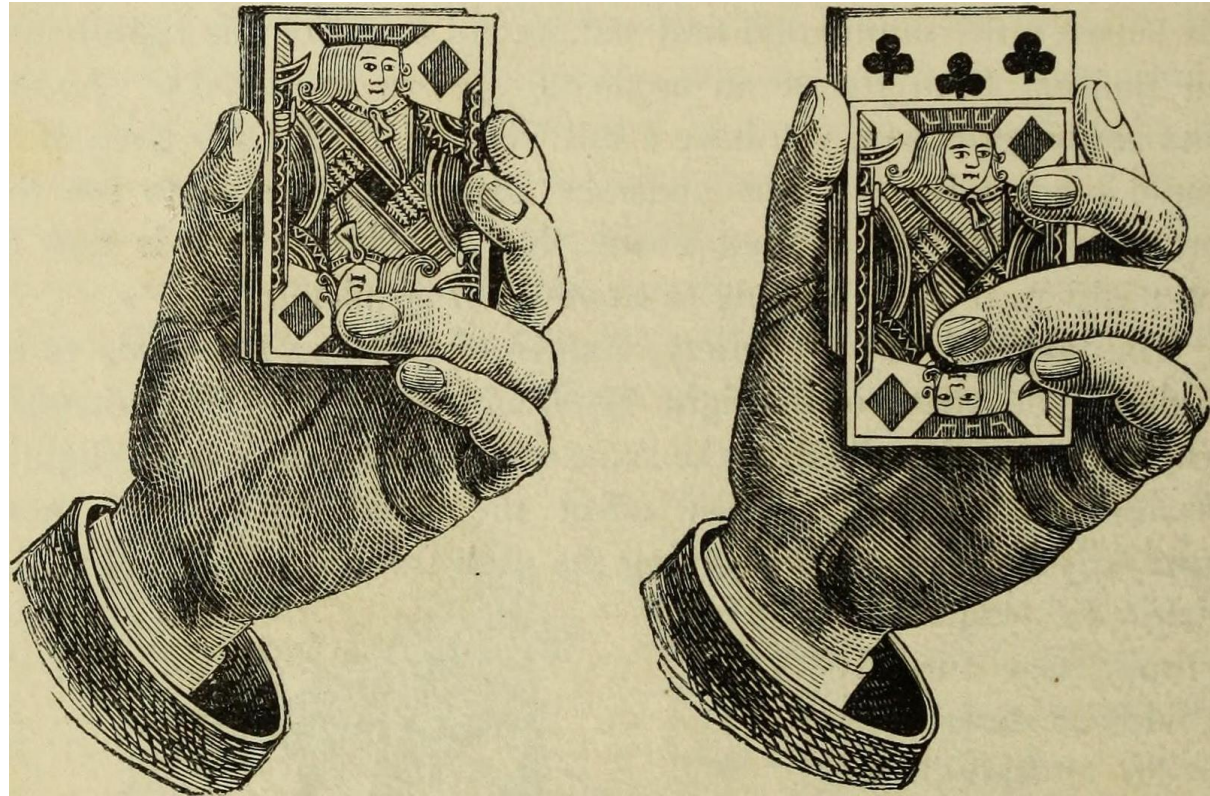
Needs assessment



IMPACT!

Impossible trick
- not enough
impact vs
unrealistic
growth

English Wikipedia
problem



EXPERTISE

Ambition is good but you need to know what you're doing



MONEY MATTERS IN PROGRAMMES

Don't forget about budgeting and reporting on money

Equally important

Needs to be linked up



WE LEARNT! QUICK TIPS

Consistent metrics
(+baselines)

Define metrics

Document learning

Scale and replicate

Secure external funding

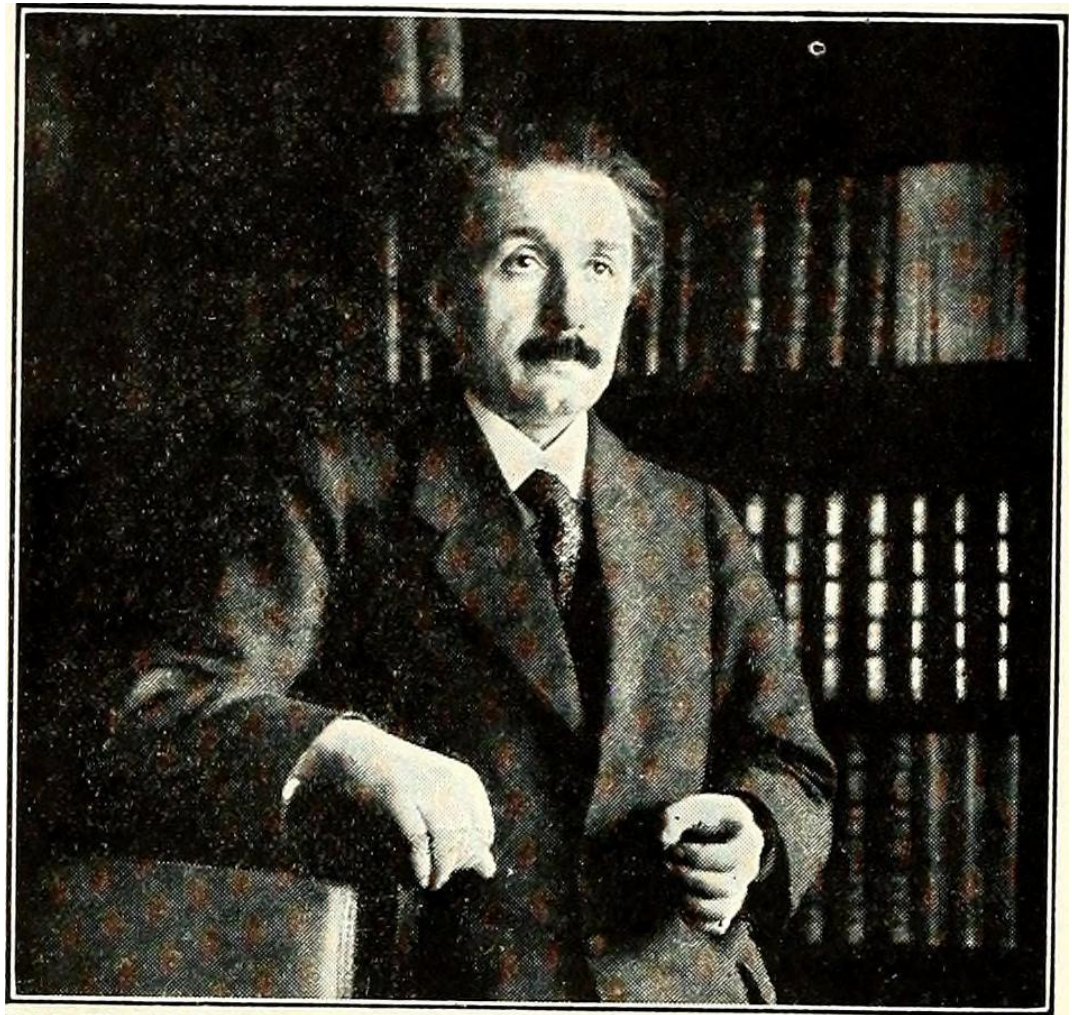
Don't talk operations



IMPLEMENT LEARNING

Don't repeat
the same
failed thing

Recall past
results and
feedback



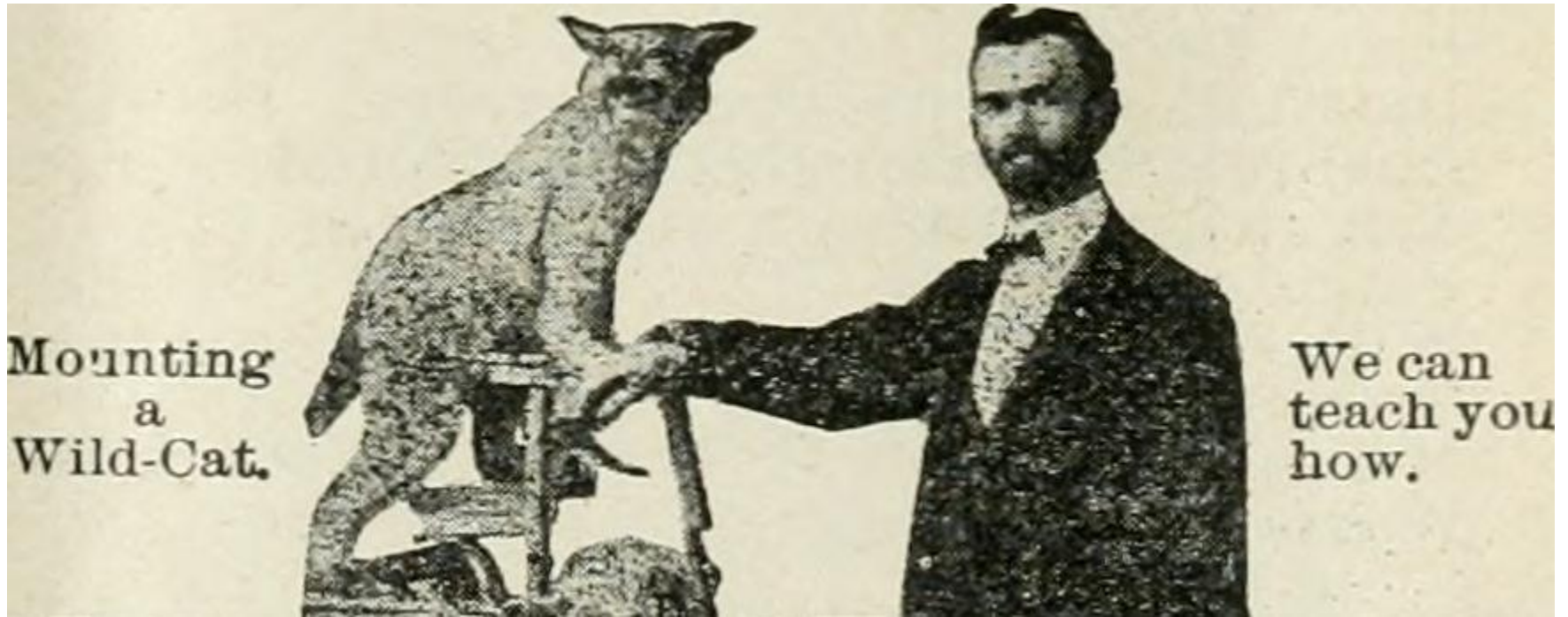
SOMEBODY HAS TO WRITE IT

Many brains for ideas,
one for write up

Careful about
disengaging others and
disseminating learning



QUESTIONS!



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Address criticism

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