The proposal guidelines details is the written description of the project for which you are requesting NED funds. Use these guidelines to prepare your responses in advance of your proposal submission.

Please follow the format below, and see page 5 for additional guidance:

**Section: Objectives, Activities, Evaluation Plan**

1. **OBJECTIVES (1-2 short paragraphs or bullet points)**

State the specific objectives you hope to achieve through the proposed activities. The objectives should address the specific needs or problems identified in the "Background" section. In most cases, one or two objectives are sufficient, but you may list up to five.

**Objectives Checklist:**

* Addresses one of the priorities identified in the Project Background,
* Objective is measurable,
* Limited in scope and time, and
* States goal to be achieved.

1. **ACTIVITIES (2-4 pages)**

Describe in detail the planned activities of your project. If the project will require funding from more than one source, please describe any other funding you have obtained, or hope to obtain.

**Activities Checklists:**

If the project activity includes workshops or other events, provide the following information:

* duration (number of days or hours per workshop or seminar)
* planned topics and formats (lectures, discussions, brainstorming, role-playing, etc.)
* number and profile of expected participants, speakers, and trainers

If the project includes a publication or website, please describe:

* editorial philosophy and mission
* how content will be created (in-house writers, outside contributors, translation, re-printing , etc)
* target audience(s) and mechanisms for reader or user feedback
* expected circulation numbers and distribution plan (for sale or without charge)
* length and frequency of each issue or new posting

1. **EVALUATION PLAN (2-4 paragraphs or bullet points)**

Describe how the project's progress toward each of the stated objectives will be measured, including what changes, evidence, or results will indicate that project objectives have been achieved.  
  
Evaluation Checklist:

An evaluation plan is composed of objectives and evaluation points. To determine your evaluation points you will need to determine the following information under each objective:

* What will change? (result statement) - Identify the underlying outcomes and any substantial outputs that may be required to meet each objective; and
* How will you know? (indicator) - Propose a way of knowing that change is occurring.
* Taken together will the evaluation points provide enough evidence that the objective is being achieved?

*Sample Objective: “To promote youth participation in the political process...”*  
  
*Sample Evaluation Points:*

* *Participants in youth trainings gain skills on leadership, negotiation, political discourse and social media. Participants’ progress will be tracked by conducting a survey to determine the number of them that applied the skills acquired and how.*
* *Public authorities participating in forums demonstrate awareness to promoting youth participation in political processes. Political developments following the forums with government officials will be followed to track the number of recommendations presented that will be adopted.*

A statement such as: “To monitor participants’ use of new skills.” is not an evaluation point, as it frames an activity. It is also missing the “what will change” section and important details to indicate if the expected change will happen.

NED procedures require grantees to monitor the progress of their project and to submit periodic reports documenting activities and assessing achievements and successes.

**Section: Narrative**

1. **PROJECT SUMMARY (1-2 paragraphs)**

Clearly and concisely summarize your proposal.

1. **PROJECT BACKGROUND (1-2 pages)**

Describe the relevant political, economic, or social environment as it affects the development of democracy in the country or region that your project addresses. Identify the needs or problems that exist and explain how your project will make an impact as it addresses those challenges.

1. **ORGANIZATION BACKGROUND (up to 1 page)**

Describe your organization's qualifications for this particular project, including its history and past work. Provide information about its mission, size, geographical reach, professional and/or political character, and registration or incorporation status, including date. Identify the key individuals, whether paid staff or volunteers, who will be in charge of carrying out the proposed project and describe their most relevant qualifications.

**Section: Additional Information**

1. **PROPOSAL SUBMISSIONS**

If your organization has received or is receiving financial support from other sources for the proposed activity or other activities, please provide a list of the donors, the level of support you received and a short description of the projects being funded. Indicate whether this support is monetary or in-kind, domestic or foreign. Also, provide the names and contact information for any other funding organizations to which this proposal is also being submitted.

1. **ORGANIZATION REFFERENCES**

Please provide names and contact information for two or more individuals who know the organization’s work or the work of its key staff and volunteers.

**Along with the proposal narrative, you must also prepare a project budget.** The budget is the financial description of the proposed project and should relate directly to the description of project activities in the narrative proposal. Please use the budget template provided on the website.

**Tips for Writing a Proposal Narrative and Budget**

If you have further questions, please email the appropriate NED regional staff or [proposals@ned.org](mailto:proposals@ned.org).

**Section: Objectives, Activities, Evaluation Plan**

**OBJECTIVES:** *What are acceptable Project Objectives?*

Project objectives should be limited in scope and time, and identify specifically what will be achieved with the funds requested for the particular project. Be sure to distinguish objectives from activities. For example, “to hold a workshop” is a proposed activity, not an objective.

Objectives should be measurable, and therefore capable of being evaluated. An objective such as “to enhance the growth of democracy in the country” is too broad and not reasonably measurable.

Here are some examples of well-stated objectives for different projects:

* To strengthen the organizational capabilities of local civic groups.
* To foster the development of a legal framework for a free press in (specify country).

**EVALUATION PLAN:**

*What are acceptable Evaluation Plan criteria?*

The project’s Evaluation Plan should describe how progress toward the Project Objectives will be measured. The plan should state what types of evidence, changes or results would indicate that project objectives have been achieved.

Remember that the implementation of planned activities does not demonstrate the success of the project. For example, “All five workshops for youth will take place” does not constitute an evaluation point because it describes an activity.

More relevant evaluation measures would include observing whether participants made concrete plans during the workshop; what activities participants carried out after the workshop, making use of the knowledge, skills, or alliances formed as a result of the workshop; and participants’ perception of the workshop’s value to their work (especially when there are objective measures of demand, such as receiving numerous requests for additional or follow-up trainings).

Some examples of acceptable Evaluation Plan criteria include:

Objective: To strengthen the organizational capacity of local civic groups.

* If each participating group is able to launch at least one new activity, reduce staff or volunteer turnover, increase fundraising income, or achieve at least one other organizational goal, these changes will indicate that the participating groups have become stronger and the workshop will have made reasonable progress toward the objective. In order to measure progress, the [applicant organization] will collect information on each participating group’s existing activity levels or management problems both before the workshops series and again four months afterwards, and will compare the results.
* In addition, groups’ self-perception of areas of improvement will also provide evidence of progress. Before the workshop series begins, and again four months after it ends, participating groups will fill out a brief questionnaire on the group’s strengths and weaknesses in the five areas of training (financial management, strategic planning, personnel management, project management, and external communications).

Objective: To encourage the development of a legal framework for a free press in (specify country).

* The key measure of success will be passage of new media legislation endorsed by independent journalists’ associations and human-rights groups, and, following that, at least three test cases in the courts affirming press freedom. Even if all of these developments do not occur within the next year, some progress would be evident if, as a result of the project activities, additional influential groups and individuals endorse the necessary changes and/or court outcomes, especially political parties and candidates, academic experts, civil society organizations, judicial officials, lawyers’ groups, and media outlets.
* The project staff will also assess media coverage of the project activities and comments on the topic made by ordinary citizens, including in Internet forums, to determine whether the project stimulated additional public awareness and support for strengthening the legal framework.

**PROPOSAL BUDGET**

*What are allowable budget items for a NED-funded project?*

Please review the categories below to determine which items are allowable in a NED budget.

NOTE: Not all budgets will contain entries under each of the categories listed below. Please only use those categories that relate to expected costs of the activities described in the Proposal Narrative.

**SALARIES**

Includes employees of the organization working on NED projects during the grant period. Budget should show the titles of those employees to be paid and indicate the percentage of time devoted to project and duration (months) of total annual salary that NED funds will cover.

Not included are consultant fees, honoraria, temporary services, and other fees for services. (See additional categories below.)

**BENEFITS, TAXES AND ALLOWANCES**

Includes actual known costs of fringe benefits provided by the employer. Examples may include health insurance, life insurance, social security (employer’s share), disability insurance, pension plan, vacation, holiday, sick leave pay, and 13th month pay (for countries where it is applicable).

**Not** included are US federal and state income taxes withheld (these are part of the employee's salary).

**OFFICE SPACE AND UTILITIES**

Includes rental costs of organization’s office space and utilities such as electricity, gas, oil, and water. The amounts for rent and utilities should be shown separately and include the monthly costs and how many months the space will be rented or utilities budgeted.

**Not** included is rent of space to hold meetings or conferences (this goes under Other Direct Costs).

**EQUIPMENT (OVER $5,000)**

Includes purchase of equipment for use in the project. Each item costing more than $5,000 should be listed separately and the price per unit indicated.

The equipment budget should include the costs for accessories, transportation of equipment, in-transit insurance, taxes, and installation.

Not included are costs for rented or leased equipment (these go under Contractual Services), except for rental or lease of vehicles for travel for a specific programmatic event which may go under Travel & Per Diem.

**TRAVEL AND PER DIEM**

Includes airfare, per diem, and other travel costs for travel on official business related to the project (including travel by consultants). The budget should separate international and domestic travel. Please note the following definitions:

**International Travel**: travel between any two countries.

**Domestic Travel**: travel entirely within one country.

**Local Travel**: travel within a single city or its immediate surrounding areas (or suburbs).

**Per Diem**: lodging + meals and incidentals (Incidentals includes laundry costs, small personal items such as tooth paste, shampoo, soap, etc.)

**Other Travel Costs**: visas, airport tax, inoculations.

Each international trip should be listed separately, indicating the airfare (including origin and destination cities, if known. Otherwise, list country, region, or continent), the per diem (Lodging, Meals & incidentals), (indicating number of days for the trip and the proposed per diem rate), and other travel costs, such as local or in-country domestic travel.

**CONTRACTUAL/CONSULTANT SERVICES**

Includes any services that will be provided on a contract basis, including honoraria, temporary personnel services, translation services, rented or leased equipment, audit fees, legal fees, accounting services (if performed by an outside contractor rather than by staff). Please be sure to provide sufficient detail so that it is clear exactly what the contract is for.

Includes hourly or daily fee (8-hour day) paid to consultants hired under written agreements. The budget should specify the number of days to be worked. The daily fee should be determined according to the qualifications and previous salary history of the individual, and the nature and scope of the service required. Consultant fees in excess of reasonable rate require additional justification and prior approval. Consultants' expenses may include communications and postage and clerical help directly related to the consultant's efforts.

A SINGLE INDIVIDUAL MAY NOT RECEIVE COMPENSATION FROM BOTH SALARY AND CONTRACTUAL/CONSULTANT SERVICES.

**OTHER DIRECT COSTS**

Includes items by major type such as supplies and small equipment, printing costs, communications, meeting and conference expenses (room rental, conference snacks and meals, audio visual services, interpretation, etc.). Please note to detail your publishing/printing costs in your budget. Smaller items in this category may include reference materials and bank service charges.

**SUPPORT GRANTS**

Includes grants to be given by the NED grant recipient to another organization (sometimes also referred to as a subrecipient). The detailed budget of the proposed support grant should be provided in the proposal, using the same line items as described above. The NED grant recipient is responsible for verifying expenditures under the support grant award.

**ITEMS NOT ALLOWABLE IN NED GRANTS**

The list of items not allowable includes, but is not limited to, the following:

* Entertainment, gifts, gratuities, donations, alcoholic beverages, fines, and penalties.
* Activities involving physical violence by any individual, group, or government.
* Costs related to campaigns of candidates for public office.
* Lobbying directed at influencing public policy decisions of local, state, or federal governments in the US.
* Costs related to education, training, or informing US audiences of any partisan policy or practice or candidate for office.
* Activities unlawful under local, state, or federal governments in the US
* Individuals who receive a salary from their national government may not also receive a salary in full or in part from NED funds.
* “Miscellaneous” and “Contingency” costs.

**Please see the Sample Budget for examples.**