

TIPS FOR APPLICATION WRITING: WHAT MAKES A STRONG APPLICATION?

➤ FOLLOW INSTRUCTIONS AND PROVIDE SPECIFIC RESPONSES

- Follow all instructions carefully and provide all required documents.
- Give clear and specific answers to each question. Your answers can be shorter than the maximum word limit as long as they are clear and respond to the question.
- Before submitting your proposal, carefully review each section, and make sure you clearly responded to the question asked.
- Your project concept should make sense to people who are not familiar with your work, your context and your organization. Ask for feedback from people with different expertise.

➤ CLEARLY EXPLAIN WHAT YOUR PROJECT'S UNIQUE VALUE IS, BASED ON ANALYSIS AND DATA

- Provide analysis on local context, issues and needs of marginalized women and girls in relation to violence against women and girls, with data and evidence.
- Explain why your project is relevant and why it will be effective.
- Highlight the project's added value in filling critical gaps to end violence against marginalized women/girls.

Outline your organization's expertise and experience in addressing violence against women and why it's best suited to implement the proposed project.

➤ BE SPECIFIC

- Be specific about the groups of marginalized women and girls to be focused on, the forms of violence they face, and explain how the proposed strategies will meet their needs and address the violence they face. Do not try to address all forms of violence generically. Avoid selecting the maximum types of beneficiaries and forms of violence solely for the purpose of ticking as many boxes as possible.
- Clearly define your project's goal, objectives, expected results, and activities.
- Demonstrate a clear articulation of the results to be achieved, for and with whom, where and how, and for what ultimate goal.

➤ BE REALISTIC

- Keep the project scope realistic, based on your experience, expertise and on your available resources. Avoid being over-ambitious.
- Ensure the budget aligns with your project scope and absorptive capacity of your organization.

➤ ENSURE COHERENCE THROUGHOUT YOUR PROJECT CONCEPT

- Ensure coherence between the problem analysis, the beneficiaries selected, the forms of violence selected, and the project's strategies.
- Ensure proposed activities/strategies contribute to expected results/objectives.

Explain how you will identify and mitigate risks to ensure the safe implementation of the project, including to ensure the safety, dignity and well-being of staff and beneficiaries.

➤ PLAN FOR SYSTEMIC AND SUSTAINABLE IMPACT

- Articulate how your project will contribute to systemic change and long-term impact.
- Explain with concrete measures how the project will contribute to lasting change beyond the project's timeframe.

