



An introduction to concept notes

What is a concept note?

It's a brief summary of your project idea to a potential donor.

There's no standard length but it must be a minimum of 1 page.

Generally, there's no specific format or order, but there are some things which are important to include.

Title:

A clear title says the name of your organisation, the type of activity and target community and country. For example:

Big Heart Zambia's project proposal for WASH Education and facilities for Zambian schoolgirls, teachers and families.

Introduce your organisation and project:

- Briefly describe what your organisation does: Focus on the problems that you solve and how you help people. If you can, add information or a statistic that shows the value in what you do. – 50 words
- Next, give your project name and say: who, what, where, why and how – 150 words.

Why is this project needed? – 100 words

- What is it like in the community where you work?
- What is the problem you are trying to address?
- What is the impact of this problem on the community / beneficiaries?
- How did you find out that the project was needed?
- Who did you speak to and how? Do you have any national, regional or local statistics?

What are you working towards? - 200 words

- Share the overall goal of your project
- What makes your project interesting and effective?



- List the outcomes of this project.

What are you going to do? - 200 words

- What activities will you deliver? (to who & how)
- How will you know they are successful? Can you use any tools to capture information and demonstrate what you have found?
- Highlight any innovation or novelty in your approach and your relevant experience.
- When will you start and when will you finish?

What will you achieve? - 100 words

- What will be your impact? What do you anticipate will change and for whom?
- How will you know?

Introduce your organisation - 150 words

- Name of your organisation / charitable status?
- Your experience in this field and any expertise
- Your turnover (grants received/managed)
- Essential partnerships and what they have achieved or contribute to.

Budget Estimate

- Headline budget
- Breakdown of spending to reflect your core activities.

Contact information

- Contact name and details
- Contact information for organisation
- Charity Registration number if applicable.