

# Key Documents

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Communications



toolbox INDIA Foundation

## Key documents

NGOs can benefit immensely from having a few documents drafted before-hand. These documents are crucial for when you find a grant call, manage to get a meeting with a CSR head or have a person interested in your NGO visit your office. Compiling **background information** as well as having **promotional material** ready indicates preparedness, and a high level of organizational performance.

It saves you time and could potentially give you an advantage over others. Additionally, it helps you promote your organization to communities and funding agencies efficiently. For this reason, this section will point out the different documents that you need to prepare in advance, as well as give you suggestions on the content of each.



### Fact sheets

Fact sheets are usually a one-page document with relevant information. **It contains bullet-points with concise information about your organization.** It provides an overview of your NGO so that any reader gets a comprehensive understanding of your organization and programs. This information should be updated at least once per year or whenever significant changes occur.

This document usually briefly provides information on the following:

**- Background information on your organization**

- Mission
- Vision
- Objectives

**- Context information**

- Thematic area
- Regional area
- Characteristics of your target population

**- Programs and activities**

**- Impact**

- Quantitative and qualitative data (i.e., anecdote, case study, success story)

## Pitch decks

A pitch deck is a slide presentation of your organization. It introduces your organization's programs or new projects to potential donors. The purpose of this presentation is to **motivate your audience** to know more about your NGO, to make them **empathize with your vision**, and **consider funding**. It is not a grant proposal, so you don't have to overwhelm your audience with lots of information and data. The pitch should tell your story briefly and concisely while presenting appealing visuals. Ideally, it will have between 10-15 slides with little to no text. Some tools that you could use are Google Slides, Prezi, or Microsoft PowerPoint. Remember to customize the pitch according to the audience.

In this presentation, you will introduce the following information:

- The organization (Vision and Mission)
- The problem
- The theory of change
- The project activities
- The outcomes
- The impact
- The timeline
- The management team
- The funding needs

## Grant proposals

The proposals should be clear, to the point, specific to the work being proposed and tailored to the specific requirements of the form and fund. Typically, preparing a proposal is a very lengthy and demanding process, so having this information prepared in advance not only will save you time but will also allow you to do it right.<sup>1</sup> Funding organizations establishes the elements that the proposals should contain in their calls. Nevertheless, in this section you will find the **most common components of proposals and suggestions on what they should include for you to start preparing them**.

- **Context analysis** – What environment will the project be implemented in? What external factors are important for the fulfilment of the project's objectives?
  - o Area

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<sup>1</sup> The information is based on "how to write an application guide" by Amplify change

- Target population
- Other programs or lack of them
- **Problem Analysis** – What problem do you want to tackle?
  - Root and mediate causes
  - Effects
  - Impacts on individuals and the community
- **Objective analysis** – What do you hope to change?
  - Overall objectives
  - Project purpose
  - Results
- **Project Design** – How will you make this happen?
  - Activities
  - Work plan
  - Schedule
- **Monitoring & Evaluation** – How will you know it is working?
  - Indicators and outputs related to your project goal
  - Methods of data collection
  - M&E team
- **Risks** – What could go wrong, and how would you cope?
  - Potential problems or threats
  - Possible solutions
- **Sustainability** – How can you try to ensure a lasting impact? (whenever applicable)
- **Budgeting** – What are the project costs?
- **Include**
  - Staff (include any social payments, annual inflation)
  - Facilities and Equipment
  - Accommodation and Admin
  - Technical Assistance
  - Travel