



Effective Bid Writing

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Please note these are the views and experiences of the author and do not represent the views of the organisation that the author is employed by/seconded to.



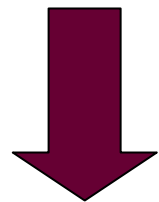
Objectives of session

- Be able to identify the key components of a good bid
- To identify pitfalls in bid writing
- To develop an aide memoir for top tips for writing a successful bid.

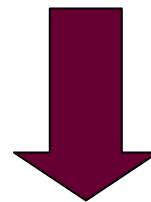


Types of Bids

- Fundraising
- Research
- Service development
- Business development



Invited



Uninvited



Key components of a good bid (1)

All funders will seek information on three levels:-

- Organisational Management
- Project details
- Financial Management.



Key components of a good bid (2)

Organisational Management

- Name of organisation
- Legal status, organisational status, mission, year established
- Aims of the organisation
- Staffing and volunteers (numbers, experiences, skills)
- Management and governance (structure, trustees, policies, business plan)
- Current funders.



Key components of a good bid (3)

Project Details

- Purpose (outcomes, type of beneficiaries)
- Evidence of need and that the problem is addressed
- Implementation strategies/project plan/timetable/inputs/outputs/outcomes
- Resources to deliver the project
- Project budget
- Management and organisational structure for the project
- Monitoring and evaluation methods
- Other funding sources
- Risk strategy and exit strategy.



Key components of a good bid (4)

Financial details

- Information on the organisations annual income/expenditure
- What financial safeguard are in place in the organisation
- The financial management structure and skills/expertise of staff
- Detailed financial plan of project and breakdown of costs including organisational overheads.



Example Structure (1)

introduction

- the organisation, mission, aims, activities, geographical area covered, summary of services provided and organisational expertise, summary of project in the bid.

Main part of bid

- purpose, aim of project, cost of project, beneficiaries (who is the project targeted at), how long the project will take, input/outputs and outcomes, how will you know you have been successful, consultation processes, risk assessment, governance and management of project, whether more than one organisation involved.



Example Structure (2)

Rationale/context

- evidence of need, gaps if this is not done, your organisations suitability experience to undertake this work, wider regional/national/international context.

Finance

- project budget breakdown, other sources of funding to support this project, value for money.

Enclosures/annexes

- annual report, business plan, publications of staff associated with the project, list of previous successful projects/bids.



Pitfalls in bid writing (1)

- Bid is not supported by the organisation and does not fit into the strategic aims and objectives of the organisation
- Bid does not follow guidelines / template provided
- Bid includes irrelevant information
- Proposal does not meet requirements
- Proposal is not clear regarding what is being proposed



Pitfalls in bid writing (2)

- No clear outcomes
- Same old!
- Been done before -doesn't give any added value
- Typo graphical errors



Top tips for writing a successful bid (1)

- Ensure your organisation supports the proposal
- Consult with colleagues to seek views to contribute to the thinking for the proposal
- Follow guidelines /template given
- Ensure bid is clearly written and follows a logical structure
- Gather all evidence you need before writing the bid
- Obtain information from previous bids/proposals
- don't reinvent the wheel.



Top tips for writing a successful bid (2)

- Evidence of clear governance and monitoring systems
- Finance element of the bid has been agreed by the appropriate responsible finance officer and includes all necessary overheads
- Have a plan for preparing the bid (activities and timings)
- Plan time to prepare your bid in draft
- Plan time for consulting with others, editing, proof reading and re writing.



Top tips for writing a successful bid (3)

- Make sure the responsible officer in the organisation is available to sign off the bid ready for submission
- Ensure you prepare adequate copies
- Ensure the bid arrives at the desired destination before the deadline - as bids received after the deadline are unlikely to be considered
- Good presentation (visual versus text)
- Different! - so it stands out among other bids.



Exercise

You have been asked to write a proposal for ***how your service will include health improvement advice as part of routine care.***

In two groups, consider the model you would propose and prepare a one side brief of your draft plan to discuss with colleagues

Your plan should include:-

- where you may obtain your evidence from
- who else you may consult
- the model you will propose
- the timescale for implementation
- a suggested cost