

Appeals (proposals) are what ACT members use in fundraising for a specific emergency. The audience is ACT members and could also include back donors.

Format

- a) Requesting ACT member contact information and banking details
- b) Implementing ACT member history and capacity (and implementing partners)
- c) General description the current emergency situation
- d) Specific description of the emergency situation in the area of proposed response
- e) Detailed description and analysis of targeted beneficiaries (and how they will be targeted)
- f) Proposed emergency assistance and implementation
 - Goal
 - Objectives
 - Activities
 - Project implementation methodology (how the assistance will be provided)
 - Inputs for project implementation (material and human resources needed)
 - Planning assumptions, constraints and prioritisation
 - Implementation timetable
 - Transition or exit strategy
- g) Administration and finance (structures and processes for the administration of the projects)
- h) Monitoring, reporting and evaluations
- i) Coordination (with authorities, communities, other ACT members, and other organisations)
- j) Budget
 Uses Excel spreadsheets, and is expressed in local currency and U.S. dollars. Divided into expenditure budget based on activities identified above, capital equipment budget, identification and allocation of support/shared costs, internal evaluation and monitoring, assured pledges, and supported by notes

Tips for writing proposals for appeals

Do	Do not
<ul style="list-style-type: none"> • Coordinate your proposal with other ACT members responding to the emergency • Send within 14 days of the onset of the disaster to the ACT Coordinating Office • Write your proposal in English • Write a logical framework <i>before</i> you write your proposal. This will help you ensure that your goals, objectives, activities and budget are in a clear and logical sequence. • Write SMART objectives (Specific, Measurable, Achievable, Realistic, Time-bound) • Use the ACT budget format (in Microsoft Excel) • Ensure that the budget matches the narrative 	<ul style="list-style-type: none"> • Submit a proposal unless you are an ACT member with a proven capacity to implement the programs you propose • Write long proposals. Spend extra time, and make them concise and easy to read. Remember that donors do not have much time to consider your proposal. • Submit a proposal for activities that are beyond your capacity or outside the ACT mandate • Propose unrealistic targets • Include more than 15% for administrative expenses