



**Vision4Africa Online**  
Creating a desirable future for Africa



# CONCEPT NOTES

WRITING COMPETITIVE CONCEPT NOTES

## ABSTRACT

Understanding the 'bricks' that build a Concept Note is the first step toward submitting a Concept Note that attracts the donor's attention.

In this presentation, you will learn what to include in a Concept Note and how to present it to earn yourself a donor's shortlist.

Visit us at:

[Vision4africaonline.com](http://Vision4africaonline.com)



## **HOW TO WRITE A COMPETITIVE CONCEPT NOTE THAT PUTS YOUR ORGANISATION ON A DONOR'S SHORTLIST**

A concept is an outline or framework of the development project or program you seek funding. In short, a concept note is a simple summary of the proposal comprising similar ideas as in a proposal but in a less detailed manner. Note that on many occasions, a concept note is the first document that introduces your organisation's work, project concepts and ideas to new donors.

A concept note gives your organisation the flexibility to detail your project at later stages of proposal submission. On the other hand, it also helps the donors or funding organisations eliminate the proposals that are not likely to be funded because they are not in line with the donor's priorities or other reasons based on the concept note you submitted.

Understanding the 'bricks' that build a Concept Note is the first step toward submitting a Concept Note that attracts the donor's attention. The donor shortlists organisations whose Concept Notes align with the donor's intentions. Organisations whose Concept Notes have been shortlisted are requested to develop and present a full proposal for funding considerations.

In this presentation, you will learn what to include in a Concept Note and how to present it to earn yourself a donor's shortlist. The presentation covers the following topics:

- Concept Note Submission Opportunities
- Contents of a Concept Note
- Researching Ideas for a Concept Note
- How to Write a Concept Note – A Sample Outline
- Other Key Considerations for Your Concept Note
- Qualities of a Good Concept Note



Are you interested in the presentation? [Contact us](#) to book a presentation and receive your quote.

## **A. Concept Note Submission Opportunities**

1. General Concept Note Submission Opportunities
2. Solicited Concept Note Opportunities
3. Unsolicited Concept Note Submission Opportunities

## **B. Contents of a Concept Note**

1. Title
2. Project or Program Summary
3. Organisation Profile
4. Background or Problem Statement
5. Beneficiary and geographical information and insights
6. Program Goals and Objectives
7. Program Strategies and Activities
8. Expected outputs, outcomes and impact
9. Monitoring and Evaluation Plan
10. Budget and financial information (only if required by the donor organisation)
11. Other relevant information to make your concept note stand out.



## **C. Researching Ideas for a Concept Note**

Before developing your program idea into a concept note, investing time and energy into conducting proper research is worthwhile. Research is vital in enriching your concept note and bringing depth to your writing.

## **D. How to write a Concept Note - A sample outline**

## **E. Other critical considerations for your Concept Note**

1. Relevance
2. Sustainability
3. Scalability
4. Best Practices

## **F. Qualities of a Good Concept Note**

1. Concise and Coherent
2. Clear, Interesting and Action-oriented language
3. Articulation of the Synergy
4. References and Citations

[Contact us](#) to book a presentation and receive a quote.