

HOW TO WRITE A CONCEPT NOTE



What is a Concept Note?

A Concept Note is perhaps the shortest expression your project idea given on paper to a donor. It is usually requested by the donor in situations where no proposals have been solicited from NGOs. Most of the donor agencies prefer to understand the project through a Concept Note rather than a full-fledged proposal.



What should be the size of Concept Note?

This actually depends upon the donor requesting the Concept Note. However, we need to remember that it is the shortest possible text for our project idea. So, shorter the better. Most donor agencies request a minimum of one page to a maximum of three pages.



Is there a format for writing Concept Note?

Usually donors do not have a format for a Concept Note as they have for a full proposal. But, there are some agencies, which issue solicitation for Concept Notes based upon a basic format given in the guidelines.



Is Concept Note useful for applying NGO?

Concept Note has many advantages for NGOs seeking funds. It practically gives a framework for ideas when they are organized on paper. It is also the first expression of the project and gives the flexibility for the organization to work and re-work on idea before presenting it to the donor.



What are the contents of Concept Note?

While there is no standard format for a Concept Note, generally the following information is given:



1 Name of Organization

2 Title of Proposed Project

3 Potential Donor

4 Context

5 Rationale for Project

6 Goals and Objectives

7 Project Strategy/Activities

8 Expected Results

9 Innovation

10 Organization Background

11 Budget Estimate

12 Contact Information

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