

BUSINESS SECTOR ADVOCACY CHALLENGE (BUSAC) FUND

GUIDELINES ON CONCEPT NOTE

1. *Association Details*
 - Provide the full name of the association as it appears on the registration certificate and the acronym.
 - Provide the registration number and add photocopies of the registration form(s)
 - Indicate which institution the association is registered with, click on the “select list” and choose appropriate one.
2. *Office Location of association*
 - Write clearly the name of the district where the association is located.
 - With the region, click on the “select from list” and select the appropriate region
 - Indicate clearly the postal address
 - Indicate the street address. Where the street has no name, state the closest landmark in the area
 - State clearly the e-mail address of the association. If the association does not have an e-mail address use the address of any of the executives or the contact person
 - Indicate the phone numbers – land line and / or cell/mobile phone number of the contact person
3. *What kind of association?*
 - Click on “select from list” and select the appropriate description of the association
4. *How many members do you have?*
 - State the number of male members and female members in the association.
5. *List three executive members of the association, their position, and date of appointment*
 - List the three executive members of the association as indicated. With regards to the date of appointment, we are interested to know how long the person has served in that position. Each of the three members should personally sign the document.
6. *Details of contact persons*
 - The contact persons within the context of the advocacy action are those people who form the team who provide leadership for the implementation of the action. This is important so that we relay information to the association through these persons.
7. *What are your objectives?*
 - State the objectives for which the association was set up, as per the constitution.
8. *Bank details*
 - Provide the name of the bank; the branch name; the account name; and the account number. Attach a copy of the latest bank statement as a way of confirming the information provided earlier.
9. *List advocacy action(s) undertaken*
 - List all advocacy actions that the association has undertaken. If the association has been supported by the BUSAC Fund, quote the Grant Identification number.
10. *State the problem: what is the situation you want to improve?*

- Under this section, clearly state what the problem is. What is the current situation that you believe is adversely affecting the business operations of your members and others operating in that sector? Please be specific and straight to the point. Avoid long winding sentences.
11. What is the proposed solution to the problem stated?
- How do you propose that the problem could be resolved? State clearly the solution that you envisage will address the problem identified. Be clear and straight to the point.
12. What will be the expected final results (end of day situation)?
- When the problem is resolved, how will it affect the businesses of your association members and their businesses in that sector to ensure their growth and profitability? Again be clear and straight to the point.
13. Which institution are you targeting to resolve this problem?
- Indicate the name of the institution that you have identified, which could act to resolve the identified problem.
14. Why do you think this institution can resolve the problem?
- Indicate why you think this institution is in a position to resolve the identified problem. Be brief and straight to the point.
15. How many months will it take to implement the proposed action?
- Estimate how long it would take to implement the action. Be realistic in the estimate, and remember that the longer the action takes it can become stale. People tend to lose interest when it becomes stale. You also do not have much control over the external organisations that you will be targeting by this action, especially when the activities of your action are delayed. Actions that are also rushed are not likely to be effective. Try and balance these to arrive at a realistic estimation.
16. Estimated cost of proposed action
- Provide the estimated cost of implementing the action, taking into account all activities aimed at successful implementation of the action.
17. What is the association's financial contribution to the total cost of the proposed action?
- The association will be required to contribute to the total budget of the advocacy action. State how much the association has to contribute to the action. The minimum is at least 10% of the total.