

Addressing Evaluation Criteria

Writing Effective Proposals

Learning Objectives

- Identify and interpret funders' evaluation criteria effectively
- Integrate criteria into proposal narratives seamlessly
- Recognize and avoid common mistakes in addressing funder priorities
- Strengthen your proposal's alignment with evaluation standards
- Answer the critical “sustainability” question posed by funders

Fundamentals of Program Evaluation

- Carefully review grant guidelines and scoring rubrics
- Highlight key phrases and expectations clearly
- Pay close attention to language used by funders
- Identify mandatory requirements versus preferred criteria

Techniques for Integrating Criteria

- Align proposal headings and sections directly with evaluation criteria
- Reflect the funder's specific language and terminology
- Explicitly address how your project meets or exceeds each criterion
- Use clear, direct language linking evidence to criteria fulfillment



Clearly Demonstrating Alignment to Funders

- Use a criteria-to-response mapping table during drafting
- Provide explicit evidence supporting claims related to criteria
- Cross-reference proposal content clearly to evaluation points
- Reinforce criteria alignment consistently throughout the proposal

Reflection Slide

Reflect on your experience with addressing evaluation criteria in proposals

- How well has your organization done aligning narrative content with funder priorities?
- How did you overcome challenges, and what did you learn for future proposals?

Common Mistakes in Addressing Criteria (Part 1)

- Misinterpreting funder priorities or evaluation language
- Ignoring or inadequately addressing mandatory requirements
- Overgeneralizing instead of providing specific evidence
- Lack of alignment between project activities and stated outcomes



Common Mistakes: Overpromising and Ambiguity (Final)

- Avoid unrealistic promises to meet funder expectations
- Clearly define measurable outcomes and timelines
- Provide realistic evidence or justification for your plans
- Ensure clarity and precision in your wording



Addressing Evaluation Criteria: Best Practices

- Create a clear mapping of evaluation criteria to narrative sections
- Cross-reference narrative drafts against evaluation points
- Involve peer reviewers to verify criteria alignment
- Conduct a final “criteria checklist” review before submission



Using Reviewer Feedback to Improve Proposals

- Document feedback systematically after each submission
- Analyze reviewer comments against evaluation criteria
- Create improvement plans based on past reviewer comments
- Train your team to respond constructively to feedback



Key Takeaways & Next Steps

- Techniques for accurately interpreting evaluation criteria
- Methods for integrating criteria into your narrative effectively
- Common mistakes to avoid, including misalignment and ambiguity
- Utilizing peer feedback and past reviews to strengthen proposals