



**PAN AFRICA CHRISTIAN UNIVERSITY**  
**DEPARTMENT OF COMMUNICATION LANGUAGES AND LINGUISTICS**  
**MAY-AUGUST 2025 EXAM**  
**EXAMINATION FOR DIPLOMA IN COMMUNICATION**  
**DCO 300-FUNDRAISING AND PROPOSAL WRITING**

**Online-Day**

**Semester: May-August 2025**

**End of Semester Project-Request for a Proposal.**

The Ministry of Health in collaboration World Health Organization is seeking to carry out a knowledge driven campaign among parents of preteen girls in different low income areas in an effort to encourage them to take their girls for the HPV vaccine. The Kenyan government hope to achieve this by employing university students in their second and third years to carry out the campaigns and is calling on students to submit small grants proposal of between \$7,500 and \$25,000 for a campaign lasting between six months and one year.

The proposal MUST specify the exact location the project will be undertaken, the target population, the specific activities they will undertake in this location and the unique need identified among. It is also important to specify how the campaign will be carried and the benefits to the target population.

All applications should be in English

| <b>Item</b>                  | <b>No. of Pages</b> | <b>Assigned marks</b> | <b>Expected content</b>                      |
|------------------------------|---------------------|-----------------------|----------------------------------------------|
| Executive Summary            | 1                   | 2.5                   |                                              |
| Need/Problem statement       | 1/2                 | 5                     | Articulating the problem or the funding need |
| Introduction and background  | 5 to 10             | 10                    | Unique selling point                         |
| Project objectives and goals | 1/2                 | 5                     |                                              |
| Implementation Method        | 2 to 5              | 5                     | Designing the program                        |
| Monitoring and Evaluation    | 1-2                 | 5                     | Monitoring and evaluation mechanisms         |
| Budget                       | 1-3                 | 5                     | Budget and budget justification              |

|                              |               |           |  |
|------------------------------|---------------|-----------|--|
| Future funding opportunities | 1             | 2.5       |  |
| <b>Total</b>                 | <b>Max 23</b> | <b>40</b> |  |

NB: Note that only 20% of your budget can be committed to administrative cost

|                                     | <b>Sophisticated</b>                                                                                                                                                                 | <b>Competent</b>                                                                                                                                                          | <b>Partially competent</b>                                                                                                                                                               | <b>Not competent</b>                                                                                                                                                   |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Executive summary</b>            | Author captures the need statement briefly and, the objectives of the proposal, a brief background of the location and the budget                                                    | Author captures the need statement but doesn't demonstrate clarity, captures the objectives and a budget                                                                  | The author fails to capture the need statement and objectives adequately but demonstrates some basic understanding of the general purpose of the need statement, objectives and budget   | The author fails to capture the need statement, objectives, background information and context of the need and also the budget                                         |
| <b>Need/Problem statement</b>       | The author captures the nature and extend of the need.<br>The factors contributing to the need.<br>The impact of the need.<br>Promising approaches of improved results.              | Not clearly capturing the nature and extend of the need.<br>The factors contributing to the need.<br>The impact of the need.<br>Promising approaches of improved results. | Omitting to capture a combination of the nature and extend of the need.<br>The factors contributing to the need.<br>The impact of the need.<br>Promising approaches of improved results. | Failing to capture the nature and extend of the need.<br>The factors contributing to the need.<br>The impact of the need.<br>Promising approaches of improved results. |
| <b>Introduction and background</b>  | The author does a thorough background check on both the subject matter and context of the need. The use of multiple literature source to build a healthy background and introduction | The author does some background check on the subject and context of the need. Use of few literature sources to build a background and introduction                        | The author fails to extensively consult multiple literature source to build a good background and introduction.                                                                          | The author doesn't demonstrate and understand of the request for a proposal, the background information on the subject matter and the context                          |
| <b>Project objectives and goals</b> | The author demonstrates an understanding of how to frame objectives and                                                                                                              | The author demonstrates an attempt to frame objectives and goals but                                                                                                      | A poor attempt and framing objectives that do not speak to                                                                                                                               | Objectives and goals fail to reflect the need statement                                                                                                                |

|                                     |                                                                                                                                                                          |                                                                                                                      |                                                                                                         |                                                                                                        |
|-------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------|
|                                     | goals. The objectives and goals reflect the need statement gap                                                                                                           | deviates slight from the need statement                                                                              | the need statement                                                                                      |                                                                                                        |
| <b>Implementation method</b>        | The author demonstrates an excellent understanding of the request for a proposal(RFP) and their need statement as well as the project assignment                         | The author demonstrates some understanding of the RFP, their need statement and the assignment their proposal        | The author struggles to put together an implementation method based on the RFP and their need statement | The author fails to put together an implementation methods reflecting the RFP and their need statement |
| <b>Monitoring and evaluation</b>    | The author demonstrates and excellent understanding of monitoring and evaluations procedures                                                                             | The author demonstrates some understanding of the monitoring and evaluation procedures                               | The author struggles to put together a monitoring and evaluation procedures reflecting their proposal   | The author demonstrates a poor understanding of monitoring and evaluation procedures                   |
| <b>Budget</b>                       | The author has an excellent breakdown of the budget devoid of padded figures and following the guidelines provided for the budget                                        | The author has some understanding of budgeting                                                                       | The author struggles with budgeting and following budgeting instructions                                | The author demonstrates poor budget and budgeting instructions                                         |
| <b>Future funding opportunities</b> | The author demonstrates creativity as well as extensive research to come up with future funding opportunities that sound authentic and realistic supported by literature | The author suggestions for future funding opportunities demonstrate lack of creativity and is not support literature | The author struggles with coming up with future funding that aligns with the RFP                        | The author future funding opportunities lack clarity, creativity and is not supported by literature    |