

JOB DESCRIPTION - PROFILE

Objective: To demonstrate your historical expertise and solidify your strategic alliances.

STEP 1 - THE "CHAMPION PROFILE"

The lender wants to know that this isn't your first attempt. Summarize your organizational strength by emphasizing results, not just deadlines.

Year of foundation:

Number of people served annually:

A major recent achievement:
.....

STEP 2 - THE DREAM TEAM (THE "WHO")

Identify the 2 or 3 pillars of the project and what makes them indispensable (qualifications, years of experience, link with the community).

Name & Role	Key expertise	Why is he/she the right person?
1		
2		
3		

STEP 3 - PARTNER MAPPING

An isolated project is risky. A project supported by the community is reassuring. List your allies for this request.

Partner	Type of support (Letter of support, volunteer, financial, loan of premises)	Status (Acquired or to be requested)
1		
2		
3		
4		

Grants - from idea to submission

WORKSHEET - PROFILE

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STEP 4 - THE ELEVATOR PITCH - 3 SENTENCES

Write your brief presentation, which will often serve as an introduction to your request.

Sentence 1 (Who): [Name of the organization] has been a leader in [Field] for [Years].

Sentence 2 (What): We have transformed the lives of [Number] people through [Key Action].

Sentence 3 (Proof): For this project, we are mobilizing [Partners/Expertise] to ensure a lasting impact.

Your text

STEP 5 - SELF-ASSESSMENT

Have I highlighted concrete results rather than just intentions?

Do my partners bring real value (credibility, resources)?

If the landlord calls my partner tomorrow, will he be aware of the project?

PRO TIP: A GENERIC LETTER OF SUPPORT IS WORTHLESS. ASK YOUR PARTNERS TO WRITE A LETTER THAT CLEARLY EXPLAINS HOW THEY WILL COLLABORATE WITH YOU (E.G., "WE WILL LEND OUR PREMISES EVERY TUESDAY"). PROVIDE THEM WITH A TEMPLATE TO MAKE THINGS EASIER.

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