

# DESIGNING SOLICITATIONS TO ENABLE LOCALLY LED DEVELOPMENT PROGRAMMING

Enabling locally led development requires ongoing and intentional consideration throughout the program cycle. This brief concerns the activity design phase of the program cycle and provides tips related to developing solicitations. For more guidance on enabling locally led development in programming, visit the [Locally Led Development and Localization page on DRG Links](#).



## Context is key

- Design interventions to reinforce key stakeholder efforts: gather insights from local actors to better understand the ongoing development challenges that they consider priorities.
- Use a flexible, demand-driven notice of funding opportunity (NOFO) to leave room for local actors to provide responses that show how they can lead in addressing the development challenges they face.
- Once an applicant or set of applicants have been selected, engage them in a co-design session to help flesh out their ideas and lay the groundwork for a long-term collaborative relationship.



## Cast a wide net

- Avoid being overly-prescriptive in your solicitation. Provide a broad picture of your development objective(s) but leave room for partners to determine how to make meaningful progress.
- Consider condensing complex requests for proposals (RFPs) into a shorter NOFO with multiple broad sections. This can help reduce partner confusion related to which RFP to apply to.
- Avoid multiple application windows, which can cause confusion among potential applicants. Instead, consider keeping your solicitation open for one lengthy window (e.g., a year).



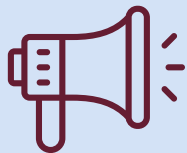
## Consider language

- Make solicitations available and allow responses in the local language(s). Take advantage of the [M Bureau's Translation Program](#) to provide Operating Units with access to on-demand translation services.
- Keep it simple: avoid USAID jargon and overly-technical language.



## Be a supportive partner

- Organize webinars or in-person events to answer questions local partners may have about the solicitation.
- Work toward a foundation of trust. During the co-design process, make sure local partners understand it's okay to speak up about not being on the same page as USAID on certain issues.



## Promote locally

Make sure you are reaching your target audience through appropriate communications channels. Look beyond USAID's official channels and consider, for example, advertising your solicitation in national and regional newspapers.



## Get inspired

The following NOFOs are great examples of solicitations that are designed to enable locally led development programming.

- [Paraguay Culture of Lawfulness to Fight Corruption](#)
- [Governance for Local Development Plus \(Gold +\) Senegal](#)
- [Greater Internet Freedom](#)
- [Powered by the People](#)



Need more information about the solicitation process at USAID? Visit the [USAID Work with Us](#) site.

Need more information about enabling locally led development (LLD)? Visit the [DRG Links](#) site for LLD learning products produced by USAID's Bureau for Democracy, Human Rights, and Governance.

Questions? Other ideas? Contact [David Jacobstein](#) or [Tanya Hurst](#).