



*Training Course:  
Resource Mobilization and Proposal Writing*

*21 - 25 July 2025  
Madrid (Spain)  
Pestana CR7 Gran Vía*

## Training Course: Resource Mobilization and Proposal Writing

Training Course code: SC234857 From: 21 - 25 July 2025 Venue: Madrid (Spain) - Pestana CR7 Gran Vía Training Course Fees: 6000 € Euro

### Introduction

The ability of development partners to implement their project interventions is dependent on their access to donor funding. Access to these funds requires the submission of proposals for consideration by potential donors. Project results should be effectively communicated and shared through good reports.

For sustainable and effective implementation of project interventions, it is essential that organizations have the capacity to design, write and deliver high-quality project proposals and reports.

This training course aims to equip participants with skills in writing and presenting effective and successful proposals.

### Target Audience for Resource Mobilization and Proposal Writing

This course is aimed at :

- Managers
- Program/project coordinators
- Other project staff whose roles involve developing proposals for fundraising and report writing for their organization.

### Training Course Objectives for Resource Mobilization and Proposal Writing

By the end of this course the participants will be able to:

- Understand different ways of resource mobilization
- Understand the principles of project development and proposal writing
- Organize the different components of a proposal in a logical flow
- Write an effective proposal according to the donor's requirements and guidelines
- Use of M&E frameworks in project design when developing a proposal
- Write good quality reports tailored to a target audience

### Training Methodologies

*This course is delivered*  
respective fields of practice. The course is taught through a mix of practical activities, theory, group work, and case studies.

Training manuals and additional reference materials are provided to the participants.

## Training Course Outline

### Introduction to Resource Mobilization

- Resource mobilization principles and practices
- Resource mobilization approaches
- Resource mobilization cycle
- Searching for funding opportunities
- The current funding environment for non-profit organizations
- Strategic planning and resource mobilization

### Resource Mobilization Strategy

- Conducting a resource mobilization situation analysis
- Determining resource requirements and funding gaps
- Identifying sources of resources-donor and partner assessment and mapping
- Determining resource mobilization strategies
- Developing a resource mobilization action plan
- Enhancing donor partnerships and managing donor relations
- Putting together a resource mobilization strategy

### Introduction to Proposal Writing

- Proposal writing in resource mobilization
- Understanding donors' requirements
- Donor proposal formats and guidelines
- Project development and proposal writing
- Concept note, proposal, and pitch deck

- Components of a funding proposal

#### Writing a Proposal: Introduction/background

- Context of the project
- Situation analysis
- Target beneficiaries

#### Writing a Proposal: Problem statement

- Description of the specific problem
- Target group affected by the problem
- Needs of the target group
- Consequences of the problem on the target group
- Use of cause and effect approach

#### Writing a Proposal: Project Justification/Rationale

- Descriptions of how the proposed project will solve the problem stated
- Explanation of why the project is required
- Explanation of how the project relates to other interventions
- Alignment of the project with the country's and donor's priority areas

#### Writing a Proposal: Project Design

- Project theory of change
- Design of project results using causal pathway
- Project Activities; outputs and activities matrix
- Design of the logical framework
- Performance measurement framework

#### Writing a Proposal: Implementation Strategies

- Sub-tasks in activities

- Activities implementation approaches
- The 4 Ws in activity implementation

#### Writing a Proposal: Project Monitoring and Evaluation

- Monitoring plan
- Evaluation plan

#### Writing a Proposal: Risk Management

- Risk Matrix
- Risk Response Plan

#### Writing a Proposal: Project Management

- Project organogram
- Project Coordination
- Partners responsibilities

#### Writing a Proposal: Cross Cutting Issues in Proposal Writing

- Gender Mainstreaming
- Governance
- Environmental Sustainability
- Human Rights

#### Writing a Proposal: Work Plan

- Activity durations
- Predecessor successor relationships
- Developing a Gantt chart

#### Writing a Proposal: Organization Capacity

- Organization Profile

- Organization Capacity
- Relevant experience

#### Writing a Proposal: Budget Development

- Detailed budget
- Cost Sharing
- Summary budget

#### Submitting the Proposal

- Funding agency forms
- Packaging, politicking, and refunding
- Submission, traditional and online
- Tips for final checks

#### Proposal Review

- Proposal review criteria
- Proposal review process
- Grant agreement

#### Proposal and Report writing Best practices

- Common mistakes during proposal writing
- Tips for successful proposal writing
- Case studies of successful proposals

## Registration form on the Training Course: Resource Mobilization and Proposal Writing

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

### Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Company Information

Company Name: .....  
Address: .....  
City / Country: .....

### Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....  
Position: .....  
Telephone / Mobile: .....  
Personal E-Mail: .....  
Official E-Mail: .....

### Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
- ☐ Please invoice me
- ☐ Please invoice my company

### Easy Ways To Register

Telephone:  
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