



*Training Course:
Mobilization and Proposal Writing*

*24 November - 5 December 2025
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur*

Training Course: Mobilization and Proposal Writing

Training Course code: SC235124 From: 24 November - 5 December 2025 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur Training Course Fees: 9800 € Euro

Introduction:

Welcome to the Mobilization and Proposal Writing training program, brought to you by Global Horizon Training Center. In today's dynamic and competitive world, effectively mobilizing resources and crafting compelling proposals is essential for organizations and individuals striving to create a positive impact. This comprehensive training program is designed to equip participants with the skills and knowledge needed to excel in both mobilization strategies and proposal writing techniques.

Objectives:

By the end of this training program, participants will be able to:

- Understand the importance of resource mobilization and its role in achieving organizational goals.
- Identify various sources of funding and partnerships for sustainable development projects.
- Develop a strategic approach to mobilizing resources, including financial, human, and material resources.
- Master the art of crafting persuasive and well-structured proposals.
- Effectively communicate project ideas, objectives, methodologies, and budgets in written proposals.
- Enhance collaboration and negotiation skills when working with potential funders and partners.

Methodology:

This training program adopts a participant-centered approach, combining theoretical knowledge with practical exercises and real-world case studies. Interactive workshops, group discussions, role-playing, and hands-on proposal writing activities will enable participants to apply their learning in a simulated environment. Expert trainers will provide personalized guidance and feedback throughout the program.

Target Audience:

- Professionals from non-governmental organizations NGOs and non-profit sectors
- Project managers and coordinators
- Individuals involved in community development initiatives
- Government officials working on development projects
- Social entrepreneurs seeking funding for their ventures

Outlines:

Day 1:

Introduction to Mobilization and Resource Strategies

- Understanding the significance of resource mobilization in development contexts.
- Exploring various funding sources: grants, donations, partnerships.
- Creating a resource mobilization strategy for your organization.
- Case studies: Successful resource mobilization examples.
- Group discussion: Sharing experiences and challenges in resource mobilization.

Day 2:

Identifying and Engaging Potential Partners

- Identifying potential partners: governments, corporations, foundations.
- The art of building effective and mutually beneficial partnerships.
- Crafting a compelling partnership proposal: key elements and messaging.
- Role-play exercises: Simulating partnership negotiations.

Day 3:

Strategic Communication for Mobilization

- Effective communication strategies for engaging stakeholders.
- Leveraging digital platforms and social media for mobilization campaigns.
- Developing an elevator pitch for your project: concise and impactful communication.
- Workshop: Crafting persuasive messages for different target audiences.

Day 4:

Identifying Funding Opportunities

- Exploring different types of funding opportunities: grants, contracts, crowdfunding.
- Research techniques for finding relevant funding sources.

- Analyzing and matching funding opportunities to project goals.
- Workshop: Creating a funding opportunity database.

Day 5:

Defining Project Objectives and Outcomes

- Importance of clear project objectives and outcomes in proposals.
- SMART criteria for setting project objectives.
- Writing measurable outcomes that demonstrate impact.
- Interactive session: Participants define objectives for their projects.

Day 6:

Crafting the Proposal Narrative

- Anatomy of a winning proposal: introduction, problem statement, methodology, budget.
- Storytelling techniques to engage readers and funders.
- Workshop: Developing a captivating problem statement.
- Role-play: Pitching proposal ideas to the class.

Day 7:

Methodology and Approach in Proposals

- Designing an effective project methodology and approach.
- Demonstrating feasibility and alignment with project objectives.
- Budget planning and financial projections: linking to project activities.
- Case studies: Methodology sections from successful proposals.
- Practical exercise: Drafting a methodology and budget for a sample project.

Day 8:

Creating a Compelling Budget

- Understanding budget components: direct costs, indirect costs, contingencies.

- Budget narrative: Explaining budget items convincingly.
- Budget alignment with project activities and outcomes.
- Workshop: Building a detailed project budget.
- Reviewing sample budgets and discussing best practices.

Day 9:

Proposal Submission and Review

- Preparing proposal packages: Cover letters, executive summaries, and attachments.
- Proofreading and editing for clarity and consistency.
- Peer review workshop: Exchanging proposals for feedback.
- Incorporating feedback and finalizing proposals.

Day 10:

Finalizing and Presenting Proposals

- Polishing and formatting the final proposal document.
- Final peer review and refinement.
- Presentation skills for proposal pitching.
- Mock presentation session: Presenting proposals to the class.

Registration form on the Training Course: Mobilization and Proposal Writing

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