



*Training Course:
Proposal Writing and Fundraising*

*20 - 24 October 2025
Casablanca (Morocco)
New Hotel*

Training Course: Proposal Writing and Fundraising

Training Course code: PS234919 From: 20 - 24 October 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Getting funding for a project is not just a matter of luck, but a matter of learning a few skills and improving them each time one pen down to write a proposal. The approach that one takes to sell an idea will determine if the funds will be granted or not. The whole project should be very persuasive to woo the funder to your side. Those who fund projects want to invest in projects that will solve a specific problem, produce tangible benefits with lasting effects and meet the urgent need if it is a crisis situation. It is very important also to understand the funder and what the funder likes assisting. There are organizations that deal with different sectors only or majorly, for example, health, education, shelter, and food. 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 will equip you and your organization with up-to-date information on modern trends in Proposal Writing & Fund Raising Identification of donor priorities, reasons why some of your project proposals don't get funded and maximizing the possibilities of the internet in accessing more resources for your projects.

Course Objectives of proposal writing and fundraising

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

- Understand different ways of resource mobilization
- Understand the principles of 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
- Come up with possible project funding sources
- Liaise with stakeholders in project idea initiation and fundraising initiatives

Target Participants

The training is targeted at officers involved in:

- Development work
- Community leaders

- Policymakers
- Project managers
- Donors and project sponsors

Outline

Day1

- Definition of proposal
- What is the difference between a proposal and a report?
- How to spot the funders that are right for you and your organization?
- Basics of proposals
- Different types of proposals
- Key questions you must answer in your proposal

Day 2

- Proposal formats
- Project development and proposal Writing
- Understand thoroughly the objectives of your proposals
- Learn what will be the most important concerns of your evaluators
- Know exactly what you are going to deliver
- Be prepared to prove that you can deliver your promises
- Know how you want to define the budget

Day 3

- Preparing your organization for fundraising by defining your organization's vision, mission, and core values
- Developing strategic and Fundraising Plans
- Setting Fundraising SMART Objectives
- Identifying your stakeholders and how to involve them

- Special events
- Donor relationship and cultivation
- Capital and comprehensive campaigns

Day 4

- Grants from agencies, foundations, and corporations
- Individual donors
- Sales and services
- Using credible, cost-effective fundraising methods
- Being accountable
- Appealing to donors and giving them reasons to support your cause

Day 5

- Fundraising Challenges and Pitfalls
- Writing a fundraising strategy
- Deterrents to Fundraising

Registration form on the Training Course: Proposal Writing and Fundraising

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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