



*Training Course:
Resource Mobilization and Proposal Writing*

*4 - 8 August 2025
Kuala Lumpur (Malaysia)
Royale Chulan Kuala Lumpur*

Training Course: Resource Mobilization and Proposal Writing

Training Course code: SC234857 From: 4 - 8 August 2025 Venue: Kuala Lumpur (Malaysia) - Royale Chulan Kuala Lumpur 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

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Payment Method

- ☐ Please find enclosed a cheque made payable to Global Horizon
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