



*Training Course:
Resource Mobilization and Proposal Writing*

*29 June - 3 July 2026
Kuala Lumpur (Malaysia)*

Training Course: Resource Mobilization and Proposal Writing

Training Course code: SC234857 From: 29 June - 3 July 2026 Venue: Kuala Lumpur (Malaysia) - Training Course Fees: 6300 € 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

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.

Objectives

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

Outline

Day 1: Introduction to Resource Mobilization

- Principles, practices, and approaches of resource mobilization
- Resource mobilization cycle and funding environment for NGOs
- Strategic planning for resource mobilization
- Identifying funding opportunities
- Introduction to donor landscape and partnership development

Day 2: Resource Mobilization Strategy Development

- Conducting resource mobilization situation analysis
- Identifying resource requirements and funding gaps
- Donor mapping and partner assessment
- Developing resource mobilization strategies
- Creating a resource mobilization action plan
- Strengthening donor relations and partnerships

Day 3: Introduction to Proposal Writing

- Understanding donor requirements and proposal formats
- Concept note, proposal, and pitch deck development
- Components of a funding proposal
- Writing background, context, and situation analysis
- Developing problem statements and needs analysis
- Justification and alignment with donor priorities

Day 4: Project Design, Implementation & M&E

- Theory of change and logical framework development
- Defining project activities, outputs, and implementation approaches
- Monitoring and evaluation plans
- Risk management and mitigation strategies
- Project management structure and coordination
- Cross-cutting issues: gender, governance, environment, human rights

Day 5: Budgeting, Submission & Best Practices

- Work plan and Gantt chart development
- Organizational capacity and profile writing
- Budget development and cost sharing
- Proposal submission process and donor requirements
- Proposal review criteria and feedback process
- Grant agreements and compliance
- Best practices, common mistakes, and case studies of successful proposals

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

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