BLACKBiRD
FOR TRAINING

The Resource Mobilization and Proposal Development

London (UK)

30 September - 11 October 2024

UK Traininig
PARTNER

The Resource Mobilization and Proposal Development

Introduction

The Resource Mobilization and Proposal Development training program is designed to equip participants with the knowledge and skills needed to effectively mobilize resources and develop winning proposals for various projects and initiatives. In today's competitive funding landscape, organizations and individuals must have the expertise to secure financial support and effectively communicate their ideas and projects to potential donors and partners.

Course Objectives

1. Understand the principles and concepts of resource mobilization and proposal development.
2. Identify and assess potential funding sources, donors, and partners.
3. Develop a strategic resource mobilization plan tailored to their organization's or project's needs.
4. Create compelling and persuasive proposals that align with donors' priorities and requirements.
5. Effectively communicate their project's impact and value proposition.
6. Navigate the grant application process, including proposal submission and follow-up.
7. Utilize various tools and techniques for effective proposal writing.
8. Build and maintain strong relationships with donors and partners.
9. Develop a comprehensive fundraising strategy.
10. Apply ethical and transparent practices in resource mobilization and proposal development.

Course Outline

Day 1

Introduction to Resource Mobilization/Identifying Funding Sources

- Overview of resource mobilization
- Importance of fundraising
- Key concepts and terminology
- Types of funding sources government, foundations, corporations, individuals
- Researching potential donors and partners
- Prospecting and donor mapping

Day 2

Resource Mobilization Planning/Crafting a Compelling Proposal: Part 1

- Developing a resource mobilization strategy

- Setting SMART fundraising goals
- Budgeting for resource mobilization
- Proposal writing fundamentals
- Defining project goals and objectives
- Understanding donor expectations

Day 3

Crafting a Compelling Proposal: Part 2/The Proposal Submission Process

- Building a logical framework
- Developing a monitoring and evaluation plan
- Incorporating a sustainability strategy
- Preparing proposal packages
- Submission guidelines and best practices
- Post-submission follow-up and communication

Day 4

Fundraising Tools and Techniques/Building Relationships with Donors and Partners

- Leveraging online platforms and technology
- Donor engagement strategies
- Creating effective fundraising campaigns
- Effective donor stewardship
- Networking and relationship-building
- Communication strategies for donor engagement

Day 5

Fundraising Ethics and Transparency/Developing a Fundraising Strategy

- Ethical considerations in resource mobilization
- Transparency and accountability in fundraising
- Compliance and reporting requirements
- Creating a comprehensive fundraising plan
- Setting priorities and timelines
- Case studies and best practices

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