

## The Resource Mobilization and Proposal Development

*Paris (France)*

*24 - 28 March 2025*

UK Training

# PARTNER



# The Resource Mobilization and Proposal Development

Code: OC28 From: 24 - 28 March 2025 City: Paris (France) Fees: 5100 Pound

## 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

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

## Course Outlines

### 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.
- Research 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.





# Blackbird Training Cities

## Europe



Malaga (Spain)



Sarajevo (Bosnia and Herzegovina)



Oporto (Portugal)



Glasgow (Scotland)



Edinburgh (UK)



Oslo (Norway)



Anney (France)



Bordeaux (France)



Copenhagen (Denmark)



Birmingham (UK)



Lyon (France)



Moscow (Russia)



Stockholm (Sweden)  
(Netherlands)



Podgorica (Montenegro)



Batumi (Georgia)



London (UK)



Istanbul (Turkey)



Amsterdam



Düsseldorf (Germany)



Paris (France)



Barcelona (Spain)



Munich (Germany)



Geneva (Switzerland)



Prague (Czech)



Vienna (Austria)



Rome (Italy)



Brussels (Belgium)



Madrid (Spain)



Berlin (Germany)



Lisbon (Portugal)



Zurich (Switzerland)



Manchester (UK)



Milan (Italy)



# Blackbird Training Cities

## USA & Canada



Los Angeles (USA)



Orlando, Florida (USA)



Online



Phoenix, Arizona (USA)



Houston, Texas (USA)



Boston, MA (USA)



Washington (USA)



Miami, Florida (USA)



New York City (USA)



Seattle, Washington (USA)



Washington DC (USA)



In House



Jersey, New Jersey (USA)



Toronto (Canada)

## Africa



Baku (Azerbaijan)  
(Thailand)



Maldives (Maldives)



Doha (Qatar)



Manila (Philippines)



Bali (Indonesia)



Bangkok



Beijing (China)



Singapore (Singapore)



Sydney (Australia)



Tokyo (Japan)



Jeddah (KSA)



Riyadh (KSA)



Dubai (UAE)



Kuala Lumpur (Malaysia)



Kuwait City (Kuwait)



Pulau Ujong (Singapore)



Jakarta (Indonesia)



Amman (Jordan)



Beirut (Lebanon)





## Blackbird Training Cities

### Asia



Kigali (Rwanda)



Cape Town (South Africa)



Accra (Ghana)



Lagos (Nigeria)



Marrakesh (Morocco)



Nairobi (Kenya)



Zanzibar (Tanzania)



Tangier (Morocco)



Cairo (Egypt)



Sharm El-Sheikh (Egypt)



Casablanca (Morocco)



Tunis (Tunisia)



## Blackbird Training Clients



UK Training  
**PARTNER**



## Blackbird Training Categories

### Management & Admin

Professional Skills  
Finance, Accounting, Budgeting  
Media & Public Relations  
Project Management  
Human Resources  
Audit & Quality Assurance  
Marketing, Sales, Customer Service  
Secretary & Admin  
Supply Chain & Logistics  
Management & Leadership  
Agile and Elevation

### Technical Courses

Hospital Management  
Public Sector  
Special Workshops  
Oil & Gas Engineering  
Telecom Engineering  
IT & IT Engineering  
Health & Safety  
Law and Contract Management  
Customs & Safety  
Aviation  
C-Suite Training



**BLACKBIRD**  
FOR TRAINING

 International House 185 Tower Bridge  
Road London SE1 2UF United Kingdom

 +44 7401 1773 35  
+44 7480 775526

 [Sales@blackbird-training.com](mailto:Sales@blackbird-training.com)

 [www.blackbird-training.com](http://www.blackbird-training.com)

