The Resource Mobilization and Proposal Development

21 – 25 December 2026
Lyon (France)



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Introduction

The Resource Mobilization and Proposal Development training program is designed to equip participants with the knowledge and skills required to effectively mobilize resources and develop winning proposals for various projects and initiatives. In today's highly competitive funding environment, organizations and individuals must have the expertise to secure financial support and effectively communicate their ideas and projects to potential donors and partners. This course will provide you with the tools and techniques to master resource mobilization and proposal development, ensuring you can successfully attract funding and support for your initiatives.

Course Objectives

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

- Understand the core principles and concepts of resource mobilization and proposal development.
- Identify and assess potential funding sources, donors, and partners for their projects.
- Develop a strategic resource mobilization plan tailored to the specific needs of their organization or project.
- Create compelling and persuasive proposals that align with the priorities and requirements of donors.
- Effectively communicate the impact and value proposition of their projects to attract funding.
- Navigate the grant application process, including proposal submission and post-submission follow-up.
- Utilize various tools and techniques for successful 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 and its importance.
- Key concepts and terminology related to resource mobilization.
- Different types of funding sources: government, foundations, corporations, and individuals.
- Researching potential donors and partners.
- Prospecting and donor mapping strategies.

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: structuring your proposal for success.
- Defining project goals and objectives clearly.
- Understanding donor expectations and aligning the proposal with them.

Day 3: Crafting a Compelling Proposal: Part 2 / The Proposal Submission Process

- Creating a logical framework for the proposal.
- Developing a monitoring and evaluation plan.
- Incorporating a sustainability strategy into the proposal.
- Preparing proposal packages for submission.
- Submission guidelines and best practices for success.
- Follow-up communication after submission.

Day 4: Fundraising Tools and Techniques / Building Relationships with Donors and Partners

- Leveraging online platforms and technology for resource mobilization.
- Donor engagement strategies to build lasting partnerships.
- Creating effective fundraising campaigns.
- Donor stewardship and keeping donors engaged.
- Networking and relationship-building strategies for successful partnerships.



Day 5: Fundraising Ethics and Transparency / Developing a Fundraising Strategy

- Ethical considerations in resource mobilization.
- Transparency and accountability in fundraising practices.
- Compliance and reporting requirements for donors.
- Developing a comprehensive fundraising plan.
- Setting priorities and creating timelines for fundraising efforts.
- Case studies and best practices in successful resource mobilization.

Why Attend This Course? Wins & Losses!

- Comprehensive understanding of resource mobilization theory and practical application.
- Ability to identify and assess funding sources that best align with your project's needs.
- Learn how to write winning proposals that meet donor expectations and maximize funding opportunities.
- Build strong, long-lasting relationships with key donors and partners.
- Gain valuable tools and techniques for effective proposal writing and fundraising.
- Learn ethical and transparent practices that ensure accountability in resource mobilization.

Conclusion

The Resource Mobilization and Proposal Development course provides you with the essential skills needed to secure funding and support for your projects. Through hands-on learning, you will gain in-depth knowledge of resource mobilization strategies and proposal writing, enabling you to develop compelling proposals and successfully engage with donors and partners. Whether you are a nonprofit leader, project manager, or fundraising professional, this course will help you refine your skills in mobilizing resources and enhancing your proposal development capabilities. By the end of the course, you will have the tools and confidence to effectively fund your initiatives and drive success.

Don't miss the opportunity to develop your skills in this critical area and ensure your projects receive the financial support they deserve!

