

Resource Mobilization and Proposal Development Mastery

20 – 24 September 2027
Paris (France)

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Ref: 321827_172368 **Date:** 20 – 24 September 2027 **Location:** Paris (France) **Fees:** 5200 GBP

Why This Course

In the nonprofit and project management sectors, securing funding is critical to sustaining impactful programs. Success requires more than writing proposals—it demands a strategic approach to resource mobilization, a deep understanding of donor priorities, and the ability to communicate your project's value effectively.

This intensive 5-day course equips professionals with the skills and strategies to identify funding opportunities, craft compelling proposals, and foster long-term donor relationships. Through practical exercises and real-world case studies, participants will leave ready to drive resource mobilization success in their organizations.

What You'll Learn and Practice

By participating in this course, you will:

- Develop a strategic resource mobilization plan tailored to your organization.
- Master techniques for writing persuasive, high-quality proposals.
- Identify and approach potential donors and funding sources effectively.
- Apply best practices in donor relationship management and communication.
- Build budgets and financial plans aligned with donor expectations.
- Gain hands-on experience through proposal workshops and peer feedback.

The Program Flow

Day 1: Introduction to Resource Mobilization

- Understanding the resource mobilization landscape
- Identifying funding sources and opportunities
- Developing a resource mobilization strategy
- Assessing organizational capacity and needs

Day 2: Proposal Writing Fundamentals

- Key components of a successful proposal
- Crafting compelling problem statements and objectives
- Developing logical frameworks and theories of change
- Writing clear and concise project descriptions

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A graphic of a chessboard with several chess pieces (a king, a queen, a rook, and a pawn) positioned on it. The board is white and black, and the pieces are gold and silver. The text 'UK Training PARTNER' is overlaid on the right side of the board.

Day 3: Advanced Proposal Development

- Creating realistic and impactful budgets
- Incorporating monitoring and evaluation plans
- Addressing sustainability and risk management
- Tailoring proposals to specific donor requirements

Day 4: Donor Relations and Communication

- Building and maintaining donor relationships
- Effective communication strategies with funders
- Negotiating and managing grant agreements
- Reporting and accountability best practices

Day 5: Practical Application and Review

- Case studies and proposal critiques
- Hands-on proposal writing workshop
- Peer review and feedback sessions
- Action planning for implementation

Individual Impact

- Gain confidence in securing funding and presenting projects persuasively.
- Enhance proposal writing and financial planning skills.
- Build stronger communication and negotiation skills with donors.
- Develop a personal toolkit of strategies and templates for ongoing success.

Work Impact

- Implement a strategic approach to resource mobilization across your organization.
- Increase the likelihood of funding success through well-crafted proposals.
- Strengthen donor engagement, trust, and long-term partnerships.
- Improve project planning, budgeting, and accountability practices.

Training Methodology

This program uses interactive, hands-on approaches to ensure practical learning:

- Case studies showcasing successful funding strategies.
- Workshops and exercises on proposal writing and donor engagement.
- Peer-to-peer review and collaborative learning sessions.
- Templates, checklists, and tools for real-world application.

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A graphic of a chessboard with several chess pieces. A large gold king piece is in the foreground, with a silver pawn and a silver knight behind it. The board is checkered, and there are concentric circles in the background.

Beyond the Course

After completing the program, participants will be ready to:

- Develop and implement effective resource mobilization strategies.
- Write high-quality proposals aligned with donor priorities.
- Build and sustain strong relationships with funders.
- Apply lessons learned to secure resources for future projects and programs.

A graphic of a chessboard with several chess pieces. A gold king piece is in the foreground, with a silver pawn and a gold pawn behind it. The board is checkered and has a subtle grid pattern. In the background, there are concentric circles radiating from the king piece.

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