**MAGNA SKILLS DEVELOPMENT INSTITUTE**

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Project Management

# Project Proposal Writing and Fund Raising

Prepared as a professional course profile for delegate review, sponsorship approval and organisational training planning.

| COURSE CODE | DELIVERY | DURATION | PREPARED FOR |
|---|---|---|---|
| **MSD2555** | **Online / Face-to-Face** | **Flexible** | **Organisation Approval** |

Register for this Course

View Online Course Page

## Course Overview

The Project Proposal Writing and Fund Raising course by Magna Skills is designed to equip participants with the essential skills and knowledge required to develop effective project proposals and secure funding for various projects. Participants will learn the fundamentals of project proposal writing, including identifying funding sources, crafting compelling narratives, and navigating the fund-raising process to support their organization's initiatives.

Whether you're a non-profit seeking grants, a business aiming to launch a new initiative, or an individual with a passion project, this course provides you with the expertise needed to transform your ideas into funded projects. The program combines the art of storytelling, strategic proposal writing, and fundraising techniques to help you succeed in today's competitive funding landscape.

## Course Outcomes

1. **Understanding Project Proposal Writing:** Gain insights into the purpose and structure of project proposals, including key components such as problem statements, objectives, methodologies, and budgets.
2. **Identifying Funding Sources:** Learn how to identify potential funding sources for projects, including government grants, private foundations, corporate sponsorships, and crowdfunding platforms.
3.

**Crafting Compelling Project Proposals:** Develop the skills to craft persuasive and compelling project proposals that effectively communicate project goals, objectives, and anticipated outcomes to potential funders.

4. **Navigating the Fund-Raising Process:** Understand the fund-raising process, including building relationships with potential donors, submitting proposals, and engaging in follow-up communication to secure funding.

5. **Financial Management and Reporting:** Learn the basics of financial management for projects, including budgeting, financial reporting, and accountability requirements for funders.

## Course Outline / Curriculum

**Module 1: Introduction to Project Proposal Writing**

- Purpose and importance of project proposals
- Key components of a project proposal

**Module 2: Identifying Funding Sources**

- Types of funding sources for projects
- Researching and identifying potential funders

**Module 3: Crafting a Project Proposal**

- Developing a clear problem statement and project objectives
- Articulating project methodology and activities

**Module 4: Budgeting and Financial Management**

- Basics of project budgeting and financial planning
- Financial reporting and accountability requirements for funders

**Module 5: Writing Techniques for Impactful Proposals**

- Writing techniques for creating compelling narratives
- Incorporating evidence and data to support project proposals

**Module 6: Fund-Raising Strategies**

- Strategies for building relationships with potential donors
- Developing fund-raising plans and timelines

**Module 7: Proposal Submission and Follow-Up**

- Submission processes for project proposals
- Follow-up communication with funders

**Module 8: Grant Writing and Proposal Development**

- Best practices for grant writing
- Developing project proposals for specific funding opportunities

**Module 9: Case Studies and Best Practices**

- Analysis of successful project proposals and fund-raising strategies
- Best practices for effective project proposal writing and fund raising

**Module 10: Practical Exercises and Application**

- Drafting project proposals for real-life scenarios
- Peer review and feedback sessions to enhance proposal writing skills

The Project Proposal Writing and Fund Raising course empowers participants with the knowledge and skills needed to develop compelling project proposals and secure funding for various projects. Through a combination of theoretical learning, practical exercises, case studies, and peer review sessions, participants will gain practical experience and confidence in project proposal writing and fund-raising techniques.

## Target Audience

- Grantseekers who have some fundraising experience and want to hone their foundation proposal writing skills
- Individuals who want to begin a career as a grant writer
- Consultants who want to expand their services to include proposal writing
- Students interested in gaining knowledge about the nonprofit sector and fundraising
- Volunteers who want to help their organizations with tangible fundraising skills

## Key Course Benefits

**Work-Ready Skills**

Delegates leave with practical tools, templates and methods they can apply immediately at work.

**Better Institutional Results**

The programme supports stronger planning, reporting, compliance, accountability and service delivery.

**Sponsor-Friendly**

This document is designed to help supervisors, HR units and sponsors approve delegate participation quickly.

**Professional Recognition**

Delegates receive training documentation and a certificate of completion after successful participation.

## Our Training Centres & Delivery Options

Magna Skills offers flexible delivery through face-to-face training centres across Africa and beyond, plus Online / E-Learning for delegates who prefer remote participation.

### Southern Africa

Practical training destinations with strong travel access and delegate support.

- Pretoria, South Africa
- Vic Falls, Zimbabwe
- Livingstone, Zambia

### East Africa

Popular regional centres for government, NGO and donor-funded project teams.

- Kigali, Rwanda
- Kampala, Uganda
- Nairobi,
- Zanzibar, Tanzania

### West Africa & Islands

Strategic locations for regional networking and executive capacity building.

- Accra, Ghana
- Port Louis, Mauritius

### International Executive Venue

Premium destination training for senior teams and international delegates.

- Dubai, United Arab Emirates

### Online / E-Learning

Attend from anywhere through live online, blended or self-paced learning options.

- Online, E-Learning
- Remote Teams
- Flex

### Organisation-Based Training

Magna Skills can also arrange dedicated in-house training for ministries, NGOs and companies.

- Onsite
- Custom Dates
- Group Training

## Ready to Nominate Delegates?

Use the links below to register, review the live course page or contact Magna Skills for organisation-based training support.

**Register / Apply Online** | **View Full Course Page**

## About Magna Skills

Magna Skills Development Institute provides practical capacity building programmes for government departments, NGOs, public institutions, donor-funded projects and private sector professionals across Africa. Our training approach combines expert facilitation, real workplace case studies, practical tools, post-training support and professional documentation that helps organisations strengthen staff performance and service delivery.

Government Training | NGO Capacity Building | Corporate Workshops | Online Learning | Face-to-Face Training | Certifica

## Approval & Authorisation Form

This section may be completed by the organisation, department, HR office, finance office or sponsor approving delegate participation. It can be attached to an internal memo, procurement request or training approval submission.

| | |
|---|---|
| **Organisation / Department** | |
| **Delegate Name(s)** | |
| **Approved Course** | Project Proposal Writing and Fund Raising |
| **Preferred Delivery Mode** | ☐ Online ☐ Face-to-Face ☐ Organisation-Based Training |
| **Preferred Training Venue / Date** | |
| **Estimated Number of Delegates** | |
| **Budget / Vote Number** | |
| **Contact Person** | |
| **Email / Mobile** | |

Authorised Name _____ Signature / Stamp _____ Date _____