MAGNA SKILLS DEVELOPMENT INSTITUTE

Capacity Building • Professional Training • Organisational Development

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Course Profile Document

Human Resources Management

Proposal Writing

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

COURSE CODE	DELIVERY	DURATION	PREPARED FOR
MSD2895	**Online / Face-to-Face**	**Flexible**	**Organisation Approval**

Register for this Course

View Online Course Page

Course Overview

The Proposal Writing Course offered by Magna Skills is designed to equip professionals with the skills and knowledge needed to write effective and persuasive proposals. This course covers the essential elements of proposal writing, including identifying funding opportunities, understanding the proposal structure, developing compelling content, and mastering the submission process. Participants will learn how to craft proposals that clearly communicate their ideas and objectives, increasing their chances of securing funding and support.

Course Outcomes

- **Understanding Agricultural Management:** Gain comprehensive insights into agricultural management principles, techniques, and best practices.
- **Promoting Sustainable Agriculture:** Learn strategies for implementing sustainable agricultural practices to enhance productivity and environmental conservation.
- **Rural Development Strategies:** Develop skills in designing and implementing effective rural development programs that address the needs of rural communities.
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Resource Management: Understand how to manage agricultural resources, including land, water, and inputs, to maximize efficiency and sustainability.

- **Community Engagement and Development:** Explore methods for engaging rural communities and fostering participatory development to ensure inclusive growth.

Course Outline / Curriculum

Module 1: Introduction to Proposal Writing

- Purpose and importance of proposals
- Types of proposals and their applications

Module 2: Researching Funding Opportunities

- Identifying potential funders and funding opportunities
- Aligning project goals with funder priorities

Module 3: Understanding Proposal Structure

- Standard sections of a proposal (executive summary, introduction, problem statement, objectives, methodology, budget, and appendices)
- Purpose and content of each section

Module 4: Writing the Executive Summary

- Crafting a compelling and concise executive summary
- Highlighting key points to capture the funder's interest

Module 5: Developing the Problem Statement

- Clearly defining the problem or need
- Using data and evidence to support the problem statement

Module 6: Setting Objectives and Goals

- Writing clear, measurable, and achievable objectives
- Aligning objectives with the funder's priorities

Module 7: Designing Methodology and Approach

- Outlining the project plan and activities
- Describing the methods and approaches to achieve objectives

Module 8: Preparing the Budget and Financial Plan

- Developing a detailed and realistic budget
- Justifying budget items and ensuring cost-effectiveness

Module 9: Finalizing and Submitting Proposals

- Reviewing and editing proposals for clarity and coherence
- Understanding submission guidelines and requirements
- Following up with funders post-submission

Module 10: Case Studies and Practical Exercises

- Analyzing successful proposal examples

Hands-on practice in writing and reviewing proposals

Who Can Attend:

- Project managers and coordinators
- Grant writers and fundraising professionals
- Nonprofit and NGO staff
- Researchers and academic professionals
- Anyone involved in developing and submitting proposals for funding

Summary: The Proposal Writing Course provides participants with the essential skills and knowledge to write effective proposals that stand out to funders. Through a combination of theoretical learning, practical exercises, and real-world examples, participants will learn how to research funding opportunities, structure proposals, develop compelling content, and master the submission process. This course is ideal for professionals seeking to enhance their proposal writing skills and improve their success rate in securing funding and support for their projects.

Target Audience

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
- Flexib

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	Proposal Writing
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 _____