

Project Proposal Writing and Fund Raising Course Details

Department: Project Management

Presented by Magna Skills Development Institute

[Registration Link](#)

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Course Summary

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 Objectives

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

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.



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Company Overview

Who We Are: Magna Skills is a premier training and capacity-building organization specializing in professional development for government institutions, NGOs, and the private sector.

Our Mission: To provide world-class training solutions that equip professionals with the expertise needed to excel in their careers and contribute meaningfully to their organizations.

Our Vision: To be the leading provider of professional training and development across Africa, fostering excellence, innovation, and capacity-building in public and private sectors.

Core Values

- **Excellence** – Delivering high-quality training tailored to meet the evolving needs of professionals.
- **Integrity** – Upholding the highest ethical standards in all our engagements.
- **Innovation** – Embracing new technologies and methodologies to enhance learning experiences.
- **Customer-Centric Approach** – Ensuring client satisfaction by providing relevant, practical, and impactful training.
- **Collaboration** – Partnering with industry experts and institutions to provide the best learning opportunities.

Our Training Methodology

We use a blended learning approach that includes instructor-led training, case studies, workshops, and post-training support.

Why Choose Magna Skills?

- Experienced Trainers
- Customized Training Solutions
- Interactive Learning
- Global Recognition
- Proven Track Record

Request for Training Form

Complete the form and share with Magna Skills Support Team on email info@magnaskills.com or Send Whatsapp on: +27630079022

Approval & Authorization	
Applicant Details	Course Details
First Name:	Course Name:
Last Name:	Training Venue:
Mobile:	Month:
Email:	Training Method: Online[____] Face to Face [____]
Company Name:	Duration:
Country:	Number of Staff Members:

By signing this agreement, both parties confirm their commitment to the terms outlined in this proposal.