



# Institute for Capacity Development

Suite 3B, Third Floor, Capital Centre Building, Werner List Street, Windhoek, Namibia;  
PO Box 10193, Khomasdal, Windhoek, Namibia;  
Phone: +264-61-401445; Fax: +264-61-401446; Cell: +264-81-3866883; Cell: +264-81-4219013;  
Email: [enrol@icdtraining.com](mailto:enrol@icdtraining.com)  
Website: [www.icdtraining.com](http://www.icdtraining.com)

## Project Design, Proposal Writing and Fundraising

### Course Objectives

Upon completion of the programme, participants should be able to:

- Understand the need for projects in development
- Appreciate the phases in project management
- Development a practical project idea and comprehensive project proposal
- Come up with possible project funding sources
- Liaise with stakeholders in project idea initiation and fundraising initiatives

### Target Group

- Officers involved in development work
- Community leaders
- Policy makers
- Project Managers
- Donors and project sponsors

### Programme Outline

- Management principles and practices
- Project Definition
- The role of projects in development
- Detailed description of project structure and activities.
- Basics of project management phases
- Project design
- Project time line
- Project evaluation
- Relevance of project phases in proposal writing and formulation
- The sections of a standard project/grant proposal:
- Assessing institutional capabilities
- Model for proposal development
- Techniques for writing winning proposals
- Problem/need assessment
- Gathering background information
- Defining the approach
- Why proposals get rejected
- Writing the statement of need
- Writing procedures
- Preparing the budget
- Submission
- Setting fundraising goals
- Developing a fundraising plan
- Developing fundraising plan calendar
- Connecting organization/programs to funder interests
- Developing fundraising strategies
- Mobilizing nonprofit boards to fundraise
- Evaluating funding prospects

- Choosing funding partners
- Approaching individual donors and institutional funders
- Fostering strong working relationships with grant makers
- New trends in grant making
- Grant-maker decision-making process
- Staff roles in fundraising efforts
- Computer Skills
- Action planning

Dates: 05<sup>th</sup> – 16<sup>th</sup> December 2011

Duration: 2 Weeks

Course Costs: US\$2950

Venue: Pretoria, RSA



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## Application/Nomination Form

Organisation \_\_\_\_\_

Department \_\_\_\_\_

Email address \_\_\_\_\_

Postal address \_\_\_\_\_

Phone numbers \_\_\_\_\_

Course Title/ Code \_\_\_\_\_

Attendance Month/ Dates \_\_\_\_\_

	<b>Surname</b>	<b>First Name</b>	<b>Position</b>	<b>Email</b>
Delegate 1				
Delegate 2				
Delegate 3				
Delegate 4				
Delegate 5				
Delegate 6				

*Attach a separate list in cases where the delegates are more than six ( Applications can also be submitted online or by email).*

Expected Benefits from participation \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Authorised Signature: \_\_\_\_\_ Position \_\_\_\_\_ Date: \_\_\_\_\_