



# Institute for Capacity Development (ICD)

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## **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 non profit 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
- Action planning

Dates: 07<sup>th</sup> – 18<sup>th</sup> December 2020

Duration: 2 Weeks

Course Costs: US\$2850/delegate

Venue: Pretoria, RSA