



Institute for Capacity Development (ICD)

50 KN59 Street, Q. Matheus Road, P.O. Box 545, Kigali, Rwanda. Website: www.cidtraining.com
Cell: +27603048492|Cell +250798873765| E-mail: coordinator@icdtraining.com

Project Design, Proposal Writing and Fundraising

Course Objectives

On completion of the programme participants should be able to:

- Design high-impact, results-based projects
- Develop winning funding proposals
- Align projects to donor priorities
- Prepare realistic budgets
- Develop resource mobilisation strategies
- Build sustainable fundraising systems

Target Audience

- Project Managers
- NGO & CSO Leaders
- Development Practitioners
- Programme Officers
- Fundraising & Grants Officers
- Monitoring & Evaluation Officers

Course Outline

- Introduction to Project Design
- Understanding Development Projects
- What is a project?
- Project vs programme
- Project life cycle
- Results-based management (RBM)
- Problem Identification & Needs Assessment
- Situational analysis
- Stakeholder mapping
- Root cause analysis (Problem Tree)
- Data collection methods
- Developing Project Objectives
- SMART objectives
- Outputs vs outcomes vs impact

- Logical framework approach (Logframe)
- Project Planning and Design Tools
- Logical Framework Matrix
- Theory of Change
- Work Planning & Scheduling
- Risk Assessment & Mitigation
- Understanding Donor Requirements
- Types of donors (bilateral, multilateral, foundations, corporate)
- Request for Proposals (RFP)
- Compliance requirements
- Structure of a Winning Proposal
- Writing a Strong Problem Statement
- Linking to national or global priorities
- Demonstrating urgency
- Designing Measurable Results
- Indicators (output, outcome, impact)
- Baselines and targets
- Data sources
- Monitoring and Evaluation Framework
- Budget Development
- Direct vs indirect costs
- Personnel costs
- Capital vs operational costs
- Administrative overheads
- Budget Justification
- Linking budget to activities
- Cost-effectiveness analysis
- Avoiding inflated budgets
- Financial Compliance
- Donor restrictions
- Audit requirements
- Financial reporting standards
- Fundraising Strategies
- Grant funding
- Corporate partnerships
- Individual giving
- Events and campaigns
- Digital fundraising
- Donor Mapping & Engagement
- Identifying funding opportunities
- Aligning with donor priorities
- Relationship management
- Writing Concept Notes
- Short proposals

- Elevator pitch development
- Executive summaries
- Proposal Review & Submission
- Quality checklist
- Editing techniques
- Common proposal mistakes
- Submission timelines
- Sustainability Planning
- Financial sustainability
- Institutional sustainability
- Community ownership
- Reporting & Accountability
- Donor reporting
- Results communication
- Impact storytelling
- Action planning

Dates: 20th – 31st April 2026

Duration: 2 Weeks

Course Costs: US\$2850/delegate

Venue: Kigali, Rwanda