



Certified Resource Mobilization and Proposal Writing Professional Course

Introduction:

This is a 3 months **Resource Mobilization and Proposal Writing** course that aims at making you an expert in Resource Mobilization. We will first meet physically for 3 days, then continue online for 3 months, meeting once a week for one and a half hours. For maximum learning, this course will be delivered through a combination of live and E-Learning sessions

Live Sessions

We will meet for 3 days (9am to 5pm) and learn everything that we need to in order to become Certified Resource Mobilization Expert. This will be a practical training, and every participant will be guided through the process of developing a Proposal for a project of their choice. The sessions will be highly interactive and lively.

E-Learning Sessions

Every participant will be registered on an E-learning Platform. Here, we have a host of prerecorded sessions, PPT notes, RM toolkits, templates, samples, links etc all aimed at equipping participants with the most current Proposal Writing skills. After each session, a self-assessment quiz is provided to reinforce learning. Once a participant completes a session including the quiz, the system opens the following session.

Course Completion

In order for you to be considered to have completed the course, you will need to fulfill the following criteria:

1. Attend the physical training (or join the class virtually)
2. Develop proposal and a concept note
3. Complete 15 E-Learning lessons and pass 5 quizzes
4. Clear the fees

A certificate will be issued upon completion of the course, which will make you eligible to be a Resource Mobilization and Proposal Writing Expert

Day 1

8.30am-9.00am **Registrations**
- Participants arrive at the venue and are registered. Learning materials are distributed

9.00am-9.30am **Introductions**
- Participants introduce themselves and share their expectations. Class rules agreed on

9.30am-10.45am **Overview of Project Management**

- Define the key terms and concepts of project management, and understand the project life cycle, scope, and stakeholders.
- Appreciate the relationship between project management and other organizational disciplines like resource mobilization and M&E.

Tea Break

11.00am-12:45pm **Theory of Change**

- Appreciate the critical value of a **Theory of Change (TOC)** as a strategic planning and communication tool that focuses on long-term impact.
- Gain the practical ability to collaboratively **design a comprehensive and coherent Theory of Change** for a project, clearly mapping the causal pathways from inputs and activities to desired outcomes.

Lunch Break

2.00pm-3.45pm **Understand resource mobilization principles and practices;**

- Develop a thorough understanding of the core ethical principles and best practices that govern effective fundraising in the non-profit sector.
- Gain a comprehensive appreciation for the nuances of the **current funding environment**, including trends, donor priorities, and emerging philanthropic models, to strategically align organizational mission with opportunities.

Tea Break

4.15pm-5.00pm **Resource Mobilization Planning**

- Master the process of setting **SMART (Specific, Measurable, Achievable, Relevant, Time-bound)** fundraising goals and developing budgets specifically for resource mobilization activities.

- Create a systematic and measurable **resource mobilization action plan** that provides a clear roadmap to secure necessary funding and in-kind resources.

Day 2

8.30am-

Recap

9.00am

Participants share their experiences and learning points from the previous day

9.00am-

Getting Organized for Resource Mobilization

10.30am

- **Clearly understand the key internal and external alignments** necessary for **Resource Mobilization (RM) success**.
- Ensure the RM unit is properly **integrated with the programs and finance departments**.
- **Master the principles of Strategic Resource Mobilization**.
- Learn to **analyze the organization's needs** and map them against **external opportunities**.

Tea Break

11.00am-

Resource Mobilization Strategies (Part 1)

1.00pm

- **Explore diverse resource mobilization strategies** (e.g., corporate partnerships, grant applications).
- Learn how to **select the most suitable approach** based on the organization's specific context and capacity.

Lunch Break

2.00pm-

Resource Mobilization Strategies

4.00pm

- Gain the practical skill of **designing a robust and ethical Data Collection and Delivery Plan**.
- Use this plan to **track fundraising progress**.
- Ensure **high standards of donor accountability**

Tea Break

4.15pm- 5.00pm	Budget Development Detailed budget Cost Sharing Summary budget
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Day 3:

Online Post-Training Sessions start here. Day 3 will be self-paced learning

9.00am- 10.30am	Developing a Concept Note & Proposal (Part 1) <ul style="list-style-type: none"> • Gain a deep understanding of the full scope of Project Development and Proposal Writing. • Learn the entire process, from initial idea conceptualization to producing a polished, submission-ready document. • Master the structure and content required for both a concise Concept Note and a detailed proposal. • Learn to clearly articulate the problem statement, project rationale, and technical approach to meet high professional standards.
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Tea Break

11.00am- 1.00pm	Developing a Concept Note & Proposal (Part 2) <ul style="list-style-type: none"> • Transition from traditional reporting to more effective methods like impact harvesting and Participatory M&E. • Learn to engage stakeholders to ensure the relevance and ownership of M&E processes. • Learn how to develop professional impact reports. • Learn to create strategic results documentation plans. • Use these documents to showcase transformational change and long-term value. • Build trust and leverage success stories for future fundraising efforts
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Lunch Break

E- Learning the consulting process including the consultant-client relationships

- Explain consultancy strategy and marketing and cost consultancy services
- Respond to request for consultancy services and Develop Terms of Reference (TOR)
- Appreciate the career paths available for Resource Mobilization experts and how to penetrate the field
- Draft a professional CV and Cover letter in response to Resource Mobilization job adverts

3 Months RM and Proposal Writing Training Schedule

Week	Topic (Zoom Link to be Provided)- Every Tuesday Evening, 1.5 hours
Week 1	Advanced Resource Mobilization and Donor: <i>Concept and purpose of Logframes</i> - Relationship between project objectives and indicators - Logical framework structure (Goal, Purpose, Outputs, Activities)
Week 2	Developing a Logical Framework – Step by Step: <i>Defining objectives and result</i> - Setting indicators, means of verification, and assumptions
Week 3	Using Logframes in Proposal Writing: <i>Integrating Logframes into funding proposals</i> - Aligning Logframes with donor requirements
Week 4	Building Relationships with Donors – The Circle of Intimacy: <i>Understanding donor relationship stages</i> - Building trust and credibility - Communication strategies for engagement
Week 5	Developing Individual Donors: <i>Identifying potential individual donors</i> - Crafting personalized engagement strategies - Storytelling and emotional appeal
Week 6	Developing Institutional Donors: <i>Researching and profiling institutional donors</i> - Understanding funding cycles and priorities
Week 7	Sustaining Relationships with Donors: <i>Donor motivations and decision-making processes</i> - Common donor expectations - Ethics in donor relations
Week 8	Understanding How Donors Think: "Driving Success through Results: Aligning <i>Monitoring and Evaluation with Strategic Goals for Measurable Impact."</i>

Week 9	Where Can Donors Be Found?: <i>Gender Mainstreaming</i> - <i>Project Sustainability</i> - <i>Climate Change & Environmental Sustainability</i>
Week 10	Emerging Issues in Donor Environment – Part I: <i>“Beyond Numbers: Crafting Compelling Narratives and Visualizations for Enhanced Reporting and Stakeholder Engagement.”</i>
Week 11	Emerging Issues in Donor Environment – Part II: <i>Donor Fatigue</i> - <i>Shifting Global Humanitarian Priorities</i> - <i>Governance and Human Rights</i>