

Proposal Writing for Beginners

Part of the Fundraising Programme

Starts on 22/09/2009

at 09:00

Ends on 22/09/2009

at 17:00

Category Training

Location London

Group Institute of Fundraising

Aims

To help participants master the techniques for writing clear, strong and successful funding proposals.

For

Those new to fundraising and more seasoned fundraisers who have little or no proposal-writing experience or who need to hone their skills.

Learning Outcomes

By the end of the course you will be able to:

- Write a proposal that presents your charity's projects in the most compelling light and meet donor expectations
- Express your purpose clearly and forcefully
- Present your work effectively
- Identify the elements that establish your charity's credibility
- Create and present proposal budgets
- Shape proposals that are individually tailored to the interests of individual donors, trusts, foundations, and corporations

Content

- Describing your charity's mission, values and strengths to create a unique organisational niche
- Describing your organisation's work, purpose and projected results in a way that establishes its credibility
- Writing a budget and a funding plan that tell the right story
- Making a match with your prospective donor
- Components of a proposal
- Principles of effective proposal-writing

Related Links



Please note: Individual members get a 10% discount on all courses.

Band A 155.00

Band B 230.00

Band C 300.00

Band A: Voluntary and community organisations with a turnover of between 100,000 and 500,000.

Band B: Voluntary and community organisations with a turnover of over 500,000.

Band C: Statutory and commercial organisations.