

Fundraising and Proposal Writing

About the Workshop

This workshop allows participants to successfully develop an applicable proposal that matches with the Donor's and the Organization's objectives and develop a sustainable fundraising strategy and to acquire project funds.

Learning Objectives

By the end of this training/workshop the participant will be able to:

- Perform needs and Resource assessments
- Develop the proposal drafting skills
- Outreach for Funders/Donors inside and outside Lebanon
- Develop effective fundraising strategies
- Tailor proposals to match Donors'/Funders' objectives.

Topics Covered

- 1. Knowing your Target Community and Donor**
- 2. Producing Needs and Resource Assessments**
 - a. Developing the Right Needs and Resource Assessments Surveys
 - b. Collecting and Analysing Data
 - c. Developing a Concept Note Based on the Survey's Results
- 3. Writing the Proposal**
 - a. Using the Survey and Concept Note to Develop the Proposal
 - b. Committing to the Organization's Objectives
 - c. Including Clear Implementation and M&E Strategies and Indicators
 - d. Developing a Cost-Sharing-Based Budget
 - e. Using New Ideas that Will Help Gain Donor's Attention
- 4. Leverage the Organizational and Personal Capacities of the Team**
 - a. Help Staff Develop a More Convincing and Persuasive Style of Proposal Writing
 - b. Maintain Consistency when Writing Proposals
 - c. Create or Develop a Fundraising Department
 - d. Train your Staff and Update your Tools
- 5. Fundraising Methods**
 - a. Role of Fundraising and its Importance for Sustainability
 - b. Various Methods of Fundraising
 - c. Best Methods for Lebanese CSOs/NGOs.
- 6. Diversify your Organization's Fundraising Base:**
 - a. Identifying and Mapping Donors and Potential Funders
 - b. Map their Objectives and Call for Proposals Timelines
 - c. Look for New Sources of Funds

7. **Strategies for Building Connections and Increasing Visibility**
 - a. Engaging Donors in Activities and Events
 - b. Increase the Visibility on Social Media
8. **Transparency and Accountability**

Methodology

- Learning Concepts/Presentations
- Group Activities and Discussions
- Tips and Tools
- Individual and Team Exercises
- Role Plays/Case Studies
- Educational Videos
- Action Plan to ensure Application of the Learning

Duration: 10 hours