

Developing strong, collaborative funding proposals

for equitable and localised projects

Online training course



Course summary

This interactive e-learning experience will equip participants with tools and skills to design and develop solid, collaborative funding proposals while challenging power dynamics in funding processes. Learn practical tools, discuss decolonisation in funding partnerships, and gain insights on reflecting these principles in proposals.

Target Audience

- New or experienced proposal writers: Ideal for program staff, fundraisers, and business development personnel seeking to hone their proposal writing skills for grant funders.
- Organisations: Suitable for smaller organisations starting to work with institutional donors and those actively decolonising practices by decentralising or localising funding streams.
- Global Reach: Open to participants from anywhere in the world.

Course objectives

By the end of this course participants will be able to plan a collaborative process for developing a winning proposal that is designed using tools to promote shifting of power. Participants will also be able to explain how to structure and frame responses to common proposal questions.

What is the course format?

Enjoy a facilitated, interactive, and collaborative experience through:

- Three interactive live Zoom sessions (one 2-hour session + two 90-minute sessions)
- Four hours of self-paced activities and additional learning resources on Intrac's e-learning platform
- Up to two individual 1-hour-long coaching/mentoring sessions within 6 months (adaptable to proposal development schedules)*
- Opportunities to interact with other participants on the course through the platform discussion forum and the live sessions

Learning outcomes

- **Collaborative Partnerships:** collaborate and partner with diverse stakeholders using feminist principles and promoting localisation in proposal writing.
- **Process Management:** plan and manage an inclusive and empowering proposal development process for all stakeholders.
- **Collaborative Project Design:** apply collaborative project design tools to center target group perspectives in elements like the problem tree, results framework, theory of change, and MEAL plan.
- **Proposal Section Analysis:** analyse how key proposal sections relate to project design outputs.
- **Budgeting Practices:** review and ensure budgets align with project design, donor requirements, key budgeting principles, and equitable approaches to indirect costs.
- **Writing for Donors:** apply an appropriate writing style for institutional donors - concise, persuasive, reflecting donor language, structured for readers, and evidence-based.
- **Addressing Common Questions:** plan responses to specific questions around experience, capacity, staff, and track record.
- **Equitable & Sustainable Proposals:** demonstrate equity, value for money, inclusion, and sustainability in funding proposals.

Course calendar

| Session | Topic | Date |
|---------|---|--|
| 1 | <ul style="list-style-type: none">• Introduction and overview of the key principles for effective proposal writing• Introducing project design tools• Identify the strengths and weaknesses of different forms of collaborative proposal writing. | 1 - 3 pm UK time Monday 18 March 2024 |
| 2 | <ul style="list-style-type: none">• Best practice in addressing key sections of a proposal• Introduce cross cutting themes, and how to incorporate these into project design• Planning and managing the development proposal writing process that involves and empowers all stakeholders. | 1 - 2:30 pm UK time Friday 22 March 2024 |
| 3 | <ul style="list-style-type: none">• Evaluate and improve a funding proposal using case study materials.• Revisiting localisation – what does it mean for effective proposal writing? | 1 - 2:30 pm UK time Wednesday 27 March 2024 |

What you'll need

You will need a laptop and ideally also a headset, as well as access to broadband and internet. You will need to be able to download software (Zoom) to join the live sessions. INTRAC's e-learning platform (Moodle) is accessible via a browser. If you have any questions about these requirements, please do get in touch.

Course fee

*The fee for this course is £499 which is inclusive of 1 mentoring session. If you opt for an additional mentoring session at the time of your application submission, you will benefit from a reduced rate of only £100 per extra mentoring session - just tick the box in the application form. If you decide to sign up for more coaching/mentoring once you're on the course or afterwards, you'll be charged the standard rate of £160 per 60 min session.

Training access scholarships are available for small NGOs /civil society organisations. [For more information, please visit our FAQ.](#)

About the course trainer - Rachel Haynes (Director, Flamingo for NGOs)



Rachel is an independent consultant working with civil society. She specialises in training and coaching, strategising, researching, and funding (including leading and facilitating bid writing). A strong believer in collaborative learning, she has designed and delivered capacity building programmes for women's rights organisations across Africa and Asia, and with key population CSOs in Eastern Europe and Central Asia. Since 2012 she has worked with over 60 diverse international NGOs, including Amnesty International, WWF, Mercy Corps, ActionAid, Oxfam Novib and Nigeria, Water Aid and Save the Children Fund NL. Past clients have also included networks such as Bond, Scottish International Alliance and Forus. In addition, Rachel has also worked with funders on due diligence processes, including the Robert Carr Foundation and Aidsfonds. Rachel holds two masters degrees in Development Management, and Gender and International Development.