

Proposal Writing Masterclass

Course Overview

This intensive, practical Proposal Writing Masterclass is designed to equip participants with the skills and tools required to develop competitive, donor-compliant project proposals aligned to real funding opportunities.

The course focuses on donor analysis, needs assessment, results-based project design, logical frameworks, and proposal narratives, using real-world donor expectations and funding calls. Participants will work through a practical proposal development process, gaining hands-on experience applicable to NGOs, CBOs, development projects, consultants, and public sector institutions.

Duration: 2 Days (Instructor-led, practical)

Dates: 23rd – 24th February 2026

Location: Mombasa

Course Objectives

By the end of this masterclass, participants will be able to:

- Identify and analyse suitable funding opportunities
- Interpret calls for proposals (CFPs) and donor guidelines
- Conduct needs assessments and stakeholder analysis
- Design results-based projects using Theory of Change and LogFrames
- Develop clear, compelling, and donor-aligned proposal narratives
- Prepare core proposal components ready for submission or further development

Target Participants

- NGO and CBO Managers and Coordinators
- Programme and Project Officers
- Resource Mobilisation and Partnerships Officers
- Consultants and Development Practitioners
- County Government and Development Project Staff

Course Structure (2 Days)

Day 1: Donor Landscape & Project Design

- Overview of donor types and funding mechanisms
- Donor priorities, cycles, and funding windows
- Aligning organisational strategy to donor interests
- Needs assessment and problem analysis
- Stakeholder and beneficiary analysis
- Theory of Change and project rationale
- **Practical exercise:** Donor mapping and problem analysis

Day 2: Proposal Development & LogFrame Design

- Anatomy of a winning proposal
- Interpreting calls for proposals (CFPs)
- Logical Framework Approach (LogFrame)
- Defining goals, outcomes, outputs, and activities
- Developing SMART indicators
- Risk analysis and mitigation strategies
- **Practical exercise:** Draft LogFrame and proposal outline

Key Deliverables

Participants will receive:

- Proposal writing templates
- Donor mapping tools
- LogFrame templates
- Draft proposal outline or concept note

Certification

Participants will receive a Certificate of Participation.

The course qualifies for CPD consideration, subject to relevant professional body guidelines.

Resource Mobilisation & Grant Management

Course Overview

This **practical, skills-based course** focuses on **sustainable resource mobilisation, donor compliance, and effective grant management** from award to close-out.

Designed for professionals managing donor-funded projects, the course covers **budgeting, compliance, grant agreements, reporting, audits, risk management, and sustainability**, with emphasis on accountability and performance.

Duration: 3 Days (Instructor-led, practical)

Dates: 25th – 27th February 2026

Location: Mombasa

Course Objectives

By the end of this course, participants will be able to:

- Develop organisational resource mobilisation strategies
- Prepare realistic and donor-compliant project budgets
- Understand donor due diligence and compliance requirements
- Manage grants effectively from award to close-out
- Implement strong financial and programmatic reporting systems
- Strengthen accountability, risk management, and internal controls
- Improve grant performance and sustainability outcomes

Target Participants

- Resource Mobilisation and Partnerships Officers
- Finance and Grants Officers

- Programme and Project Managers
- NGO and CBO Managers
- County Government and Development Project Staff
- Consultants managing donor-funded programmes

Course Structure (3 Days)

Day 3: Resource Mobilisation & Budgeting

- Resource mobilisation strategies and funding diversification
- Ethical fundraising and compliance considerations
- Principles of donor-compliant budgeting
- Direct vs indirect costs
- Cost realism and value for money
- Linking budgets to activities and results
- **Practical exercise:** Draft donor-compliant budget

Day 4: Grant Award, Compliance & Reporting

- Understanding grant agreements and donor conditions
- Donor due diligence and audits
- Financial and programmatic compliance requirements
- Grant start-up and implementation planning
- Financial and narrative reporting
- Monitoring performance against results and budgets
- **Case study:** Managing donor-funded projects

Day 5: Grant Close-Out & Sustainability

- Grant close-out procedures and final reporting
- Asset management and documentation
- Managing amendments and donor communication

- Lessons learned and knowledge management
 - Sustainability and exit strategies
 - Building long-term donor relationships
 - **Group presentations, action planning & certification**
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Key Deliverables

Participants will receive:

- Sample donor budgets and compliance checklists
 - Grant management and reporting templates
 - Resource mobilisation strategy framework
 - Tools for donor communication and risk management
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Certification

Participants will receive a Certificate of Participation.

The course qualifies for CPD consideration, subject to relevant professional body guidelines.

Full Programme Option (5 Days)

Participants may choose to attend:

- **Proposal Writing Masterclass (2 Days)**
- **Resource Mobilisation & Grant Management (3 Days)**
- **OR the full integrated 5-day programme**

The full programme provides a **complete end-to-end grant lifecycle perspective**, from proposal design to grant close-out and sustainability.

Delivery Format

- Instructor-led, in-person training
- Interactive lectures and facilitated discussions

- Case studies based on real donor-funded projects
- Group work and practical exercises
- Peer review and facilitator feedback

Delivery Options

- Open training
- Customised in-house training for organisations