

## COURSE OUTLINE

HOW TO WRITE GRANT PROPOSALS THAT WILL ATTRACT FUNDING, HELP YOU GROW YOUR NON-PROFIT (CBO, NGO ETC.) AND TRANSFORM LIVES.

Build Your Career and your Non-Profit /Social Enterprise!

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**LUCY NJUE**  
Proposal Development Consultant





# PURPOSE

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This course will help you to be an expert in writing winning proposals, a core skill that you need to grow your non-profit in order to have a greater impact.

For those interested in a career path as a proposal writer, you will gain invaluable skills in writing high-quality proposals that will enable you to confidently take advantage of the many proposal writing opportunities in the job market.

# WHO IS IT FOR?

## 1. Founders of Non-Profits

## 2. Professionals working for:

- Non-Profit making Organizations (International and Local NGOs, FBOs, CBOs)
- Start-ups –NGOs, CBOs
- State & National Governments
- Social Enterprises
- Other professionals in the development and humanitarian sector.

## 3. Grant Writers

# IS THIS FOR YOU?

- Are you a founder of an NGO, CBO, or social enterprise, and you are wondering where to start when it comes to fundraising?
- Are you tired and frustrated of writing proposals that do not get funding?
- Are you working with an organization and your role includes proposal writing?
- Do you feel overwhelmed with the thought of writing proposals?
- Do you wish to learn skills that will help you write high-quality proposals?
- Do you find yourself wishing you had the money to pay someone to write proposals on your behalf?





# Why do you need the Training? The Good news is...

- To secure funding to achieve your dreams, you need to be able to get your message across clearly and concisely, and in a convincing manner. You need to use tools that will help you stand out from the pool of many applicants. You need techniques that will inform your project design, implementation, monitoring, and evaluation of your project.
  - The donor world is a very competitive space as many partners seek to secure funding for their projects. This means your application MUST stand out and be very convincing for it to win.
- There are many opportunities that you can take advantage of:
  - The current funding environment is particularly becoming very favorable for the local actors. There is a new push for funding to be decentralized to reach more and more local actors. This has resulted in the birth of various initiatives like localization agenda, Journey to self-reliance, etc. which all aim at having the local actors take more charge in making decisions throughout the project cycle – with international actors (including INGOs) stepping in only if and when necessary



## Make it easier for the donor to select and fund your Project:

- Donor resources are usually limited and in great demand from competing needs. You, therefore, need to contextualize your project so that you show that the problem or opportunity being addressed fits the donor priorities and that tackling the problem has the potential to transform the lives of the beneficiaries significantly and in a sustainable way. You **MUST** also demonstrate that you have the capacity to deliver on your proposal and achieve the said results.



## OBJECTIVE OF THE COURSE

- To equip you with competencies for writing award-winning grant proposals, and fundraising for your organization to enable you to diversify your resource base and scale your services for greater impact.



# WHAT YOU WILL LEARN

This course is organized into 6 modules:

1



How to identify the best-fit proposals for your type of organization

2



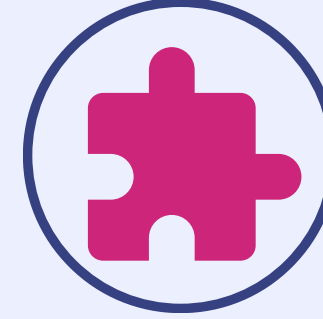
How to identify and define your problem

3



How to identify and package your strategic approaches/Methodology

4



How to develop the project M&E Plan/Framework

5



Packaging Other Non-Technical Components

6



Diversity, Equity, and Inclusion in Proposals



## **Module 1: How to identify the best-fit proposals for your type of organization:**

How to identify the best-fit proposals for your type of organization: Grant proposal writing is an expensive venture that requires time, money, and energy, and hence not all proposals are worth pursuing. It is critical for every organization to evaluate itself and come up with criteria for deciding on what proposals to invest in. This module helps the participant to understand the key factors that he/she should consider before deciding on the kind of proposals that an organization should focus on.

Resource materials:

- 5 videos
- Self-assessment tool
- Worksheet



## Module 2: How to identify and define your problem

Having a well-defined, contextualized, and specific problem to address is the foundation of a good proposal. The problem is the basis for developing all the other components of the proposal. This module will introduce the participants to techniques and tools that will help in ensuring that the problem at hand is well understood and thus well defined.

Resource materials:

- 5 videos
- Sample problem analysis tool
- Worksheet



## **Module 3: How to identify and package your strategic approaches/ Methodology**

Identifying the best approaches and solutions for addressing the problem is a process that requires critical thinking. Proposed approaches must be evidence-based, and supported by existing theoretical frameworks. This module will introduce simple techniques that will help the participants develop and package strategic approaches in a way that is attractive to the donors.

Resource materials:

- 5 videos
- Sample Objective analysis tool
- Sample proposal framework to guide writing
- One Worksheet



## Module 4: How to develop the project M&E Plan/Framework

Monitoring and Evaluation is a key component in the project cycle that seeks to put in place measures for determining the performance of the project. It helps us to answer a simple question, did we achieve our objectives? All donors are interested in ensuring that the resources are used to meet the identified gaps. This makes this component critical in the proposal writing process. This module will equip the participants with tools to help them develop M&E plans that meet the requirements of donors

Resource materials:

- 4 videos
- Sample M&E Plan
- One Worksheet



## Module 5: Packaging Other Non-Technical Components:

While developing a high-quality technical proposal is non-negotiable, it is not adequate in ensuring that the proposal is awarded. It is for example important that the organization demonstrates that it has the capacity to successfully implement the proposed strategies and achieve the desired results. In addition, the budget proposal must be aligned with the technical proposal. The organization must also meet all administrative requirements. This module will equip the learners with skills on how to develop capacity statements, the budgeting process, and preparing administrative requirements

### Resource materials:

- 4 videos
- Sample Budget proposal
- Sample Past performance Reference
- Sample Capacity Statement
- List of common administrative requirements

### Bonus Package

1. Proposal writing Planner
2. Writing Tips
3. E-book on Fund-raising for your start-up
4. Templates for Organizational Self-assessment before responding to a call for proposal
5. Templates for Concepts
6. Templates for Proposals
7. Templates for M&E Plan





## Module 6: Diversity, Equity, and Inclusion in Proposals

- Description: Ensure your proposals reflect a commitment to diversity, equity, and inclusion. This module covers how to integrate these principles into your proposal writing process, making your proposals more appealing to a wider range of donors.

- Resource Materials:
  - Engaging videos

### Bonus Package

1. Proposal writing Planner
2. Writing Tips
3. E-book on Fund-raising for your start-up
4. Templates for Organizational Self-assessment before responding to a call for proposal
5. Templates for Concepts
6. Templates for Proposals
7. Templates for M&E Plan





# BENEFITS OF LEARNING WITH US

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This course will use a mentorship approach which means that you will receive guidance in a structured manner to help you understand the various steps of proposal writing right from conceptualization to submission. The course will use different methods including recorded videos, live virtual sessions, and worksheets to help you grasp the different concepts

The trainer will be available for consultations and will walk with you during the training period to clarify any issues and support you individually.

## Key Differentiators that make our course your preferred choice

**Comprehensive program:** This course is developed with the user in mind and takes the participant through each step from conceptualization of the idea, to writing and finally to submission. You will learn both technical as well as non-technical issues important in proposal writing

**The simplicity of the steps:** The truth is, proposal writing can feel like a task that is impossible to handle. In this course, we will break down the process into small manageable tasks to make it a seamless experience for you.





**Coaching Approach:** The delivery of this program will take a coaching approach where the trainer will walk with you through the steps starting from deciding on what to write about to the point of proposal submission. The course has a wealth of materials including sample proposals and worksheets to help the learner put into practice the skills learned.

**Self-Paced Online Program:** This program offers the learners an opportunity to learn from the comfort of their homes or wherever they may choose.

**Opportunity to interact with the Coach:** This program offers free virtual sessions with the Coach/trainer during which the learners will have an opportunity to ask any questions and clarify issues that may not have been well understood. It will also be an opportunity for learners to meet, interact and learn from one another.

**Cost-Effective and Affordable:** Our program does not cost thousands of dollars to attend. It is a low investment, high quality, and very affordable program with invaluable benefits.





# MEET YOUR TRAINER

My name is Lucy Njue and I am a proposal development and M&E Consultant with 13 years of experience. I have worked for many humanitarian and Development organizations as a consultant in Grant Proposal Development/Writing. I am proud to say that I have assisted dozens of organizations – local, international, small/start-ups, medium and large-size organizations to win grants/funds that have impacted the lives of many vulnerable and needy people. I have designed projects in different sectors including Health and Nutrition, Education, Women Empowerment, Gender, Child Protection, and Youth Empowerment, among others. I have secured funding from various donors including USAID, BMZ, Global Fund, UNHCR, DFID, and National Research Fund. Below is a list of some of the grants I have won in the last couple of years

- **A Community TB Management project funded by Global Fund**
- **A Health and Nutrition Program funded by BMZ**
- **Child Protection project funded by Porticus Foundation**
- **A Health and Nutrition Program for Refugees funded by UNHCR**
- **A Life Skills Training for Youth program funded by World Bank**
- **Menstrual Health Program by A Private Corporate**

- **An Orphans and Vulnerable Children (OVC) Care project funded by USAID Kenya**
- **Education and Environmental project funded by National Research Fund**
- **A Youth Empowerment and Employment project funded by Mckinsey Social Initiative (MSI)**
- **International Organisation-2016 Health- BMZ**
- **A Maternal Neonatal and Child Health (MNCH) project funded by DFID**
- **Education program for Out of School Children funded by UNICEF**





# FEEDBACK FROM CLIENTS



"Lucy, you have been a blessing to this organisation. We can not thank you enough for helping us to get back on track! We were on the verge of closing down this office until you came along"

**Director of an International NonProfit**

*This was after consulting with the organisation for one year during which I took lead in proposal writing and as a result we secured two grants from new donors!*

"Lucy you are good. You made proposal writing seem so easy. You have a wealth of information that is delivered in such a calm manner. You made us realise our capacities and we are all very motivated to continue seeking funding. You made us realise we can do it and we do not have to spend a lot of money hiring consultants. We are forever indebted. May God bless you.

**Program Manager of a Non-Profit**

"Meet Lucy Njue. Lucy is a grant proposal writer. She has a unique capacity of listening , organising ideas and writing them down in a way that is very persuasive!"

**University faculty Member**





# ALL THE BEST!

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Your Fundraising  
Catalyst

