

Proposal Writing Training Course

Length: 2

Days

Proposal Writing Training Course

Effective proposal writing can act as both an application and an advertisement.

By including a few marketing techniques, proposal writing can enhance an organization's long-term prospects and improve an organization's recognition in its sector.



Experts in this area contend that it's critical to plan ahead of time before writing a proposal to ensure that it satisfies your client's expectations. Knowing what type of proposal you're writing, recognizing your target audience, and generating an appropriate framework to guide your writing are all part of the planning stage.

In fact, the real work in proposal writing begins long before the proposal stage. A thorough analysis should be completed that focuses on research and a meeting to elicit a potential client's pain points.

It's also important to understand the type of proposal that requires proposal writing. While basically similar, different types of proposals need slightly different approaches in order to be effective. Most proposals fall into these categories:

- **Unsolicited:** Your target audience demands an extra degree of persuasion and facts to make your proposal appealing.
- **Informally solicited:** Necessitates further study because a third party requested it informally – like perhaps during a phone conversation.
- **Formally solicited:** This type of proposal requires a more structured approach, and you prepare it to meet the needs or desires of the person or party who asked for it.

Good proposal writing requires a lot of forethought, understanding of your audience, and creative writing to persuade the reader.



In addition, effective proposal writing can make a huge financial difference when there is a lot riding on the proposal such as securing a contract. This is when the proposal becomes the basis for a contract between the donor and the implementing organization.

The proposal acts as a promise for what the NGO will complete with the requested resources. Thus, just like in contracts, it is important for all the details to be written down.

A well-written proposal provides the foundational information needed for better communication between donor and NGO. In some cases, a good proposal can be essential in the rare case of a legal challenge.

Generally, organizations create and submit proposals in three main ways:

- In response to formal RFPs (request for proposal)
- in response to an informal request
- As an unsolicited proposal

Of all the proposal types, the RFP is thought of as the most challenging, especially for beginning proposal writers.

In the RFP process, an organization releases an official Request for Proposal (RFP) asking companies to submit proposals for the opportunity. In the case of grants, this is to receive the grant. For for-profit opportunities, this is typically to win a contract for selling the products or services.

Proposal Writing Training Course Description

Proposal writing training course is designed to teach you how to write a winning proposal. Winning proposals are persuasive and interesting but easy to read. They demonstrate clear objectives, specific time frames, reasonable budget requests and doable deliverables.

Through the Proposal Writing Training course, NexaPro offers your organization access to our experienced proposal engineers who will teach your staff the key proposal writing techniques needed to develop a fully-compliant and winning proposal.

The Proposal Writing Training course will help you understand the concerns of potential funders and try to address their concerns in your proposals.

At Tonex, our world class instructors have the experience of working as money seekers and money donors, which makes them pros in both and helps give participants a greater perspective of what potential funders and proposal evaluators are looking for when they read proposals.

An ideal partnership occurs when one party has the ideas and the capacity to do a particular work, but no budget to proceed, while the other party has the money to spend but not the other resources necessary to complete the work. A winning proposal, which is properly written and is reached to the proper hands, can bring these two parties together to build a successful partnership.

The Proposal Writing Training course intends to teach you how to seek potential partners who are right for your goals and, once you found them, how to present yourself to gain their trust.

Audience

Proposal Writing training is a 2-day course suitable for all mid- and senior-level staff. The course is particularly useful for:

- Grants writers
- Grants directors and managers
- Proposal contributors and coordinators
- Business developer
- Academic grants/funds writers
- Fund raisers

Training Objectives

Upon completion of proposal writing training course, attendees are able to:

- Define the strategies and proper method for each proposal
- Apply the suitable proposal style
- Employ the best approach for winning a proposal
- Perform a need analysis and write a goal statement based on that
- Obtain diverse methods to improve writing skills
- Utilize relevant resources in order to develop a strong case
- Increase the proposal influence by using proper illustrations and case studies
- Proofread and edit effectively
- Polish the proposal up to a level at which it has the shape of a final product
- Understand how the proposal evaluators would read your proposal
- Include proper and effective graphs and captions
- Collaborate effectively with other team members and get necessary information that can improve the proposal
- Identify and describe the difference between writing proposals and reports
- Explain the essential elements a proposal
- Articulate the importance of the executive summary to a successful proposal
- Incorporate cost analysis properly in a way that both the finance and non-finance people would understand
- Choose a proper template through which you can edit, add, or delete different sections during the proofreading and final touch phases

- Use a simple language which is easily understandable yet persuasive and effective
- Be specific about the outcomes of the proposal
- Demonstrate the ability of your organization of delivering the proposal promises
- Build a basic and doable evaluation plan
- Write a robust and as accurate as possible budget
- Write your proposal in a “logic model”
- Identify and write to the funders that are suitable for you

Course Outline

Overview Of Writing Proposal

- Definition of proposal
- What is the difference between proposal and report?
- How to spot the funders that are right for you and your organization?

Understanding Proposals

- Basics of proposals
- Different types of proposals
- Key questions you must answer in your proposal

Preparation

- Understand thoroughly the objectives of your proposals
- Learn what will be the most important concerns of your evaluators
- Know exactly what you are going to deliver
- Be prepared to prove that you can deliver your promises
- Know how you want to define the budget

Get Started

- First step of the process
- State your goals and objectives
- Perform a needs analysis
- Planning

Planning

- Information collection
- Project concepts and missions
- Time frame and milestones’ due dates
- Results and outcomes
- Budget and costs

Creating An Outline

- Choosing a general format suitable to the type of the proposal
- Generating a framework
- Elaborating details

Researching Potential Funders

- Define yourself
 - Field of interests
 - Location of the project
 - Type of support you would need
- Resources
 - Internet research
 - Organize the information
 - Tax related information

Elements Of Proposal

- Contents
- Narrative
- Packaging

Proposal Contents

- Title and table of contents
- Executive summary
- Goal statement
- Project description
- Organization information
- Budget
- Appendices and supporting materials

Proposal Narrative

- Generate an outline
- Choose a meaningful and interesting name for the project
- Use simple and clear language
- Apply action words and active verbs
- Avoid acronyms as much as possible
- Revise and edit

Needs Analysis

- Address issues and problems
- Audience

- Supporting facts and statistics

Project Description

- Goals
- Objectives
- Methodologies
- Human resource
- Collaboration
- Evaluation
- Sustainability

Budget And Costs

- Expenses
- Incomes
- Budget narrative

Organization Information

- Mission and vision
- Background of the institute
- Programs and departments
- Board of staff and executives

Executive Summary

- Where in the proposal
- What to include

Appendices And Supporting Materials

- IRS information
- Financial documents
- Staff related information
- Other supporting materials

Packaging The Proposal

- Include a cover letter
- Proposal
- References

Writing Tips

- Spelling and grammar check
- Words
- Creating paragraphs
- Use strong transition words

- Building toward conclusions

Readability Check

- Check if it is clear and easy to understand for your audience
- Use readability index

General Hints

- Educate your audience
- Ghost the competition
- Use visual illustrations

Proofreading And Editing

- How to proofread effectively
- Editing techniques
- Checking the accuracy of the facts
- Peer review

Post Proposal Writing

- Follow up
- Make phone calls, build relationships
- Update your information
- If you win: Send a thank you letter/email, keep the funder(s) in the loop, make sure they are always updated, build your network with the funder(s) for renewal requests
- If you lose: Find out why if it's possible, ask about future funding opportunities, look for other funding resource