



### Workshop on Project Proposal Writing and Fund Raising

March 24 – 28, 2025, 1<sup>st</sup> Run: Lagos & Abuja

September 15 – 19, 2025, 2<sup>nd</sup> Run: Lagos & Port Harcourt

**For Tutor -Led Class:** 9am – 4:30pm

**Workshop fee:** N300, 000 per Participant

**For online:** Delivery via Zoom

**Online course fee:** N250, 000 per Participant

**Available for In-plant Training**

**700 USD for foreign  
Participants**

#### Program overview:

This course is designed to equip participants with the necessary skills and knowledge to effectively write project proposals and secure funding. It covers the entire process from identifying funding opportunities to crafting compelling proposals and implementing successful fundraising strategies. Whether you're a non-profit seeking grants, a business aiming to launch a new initiative, or an individual with a passion for project, this course provides you with the expertise needed to transform your ideas into funded projects. The program combines the art of storytelling, strategic proposal writing, and fundraising techniques to help you succeed in today's competitive funding landscape.

#### For whom:

This course is designed for Non-profit Organization staff and volunteers, Non-Governmental Organization professionals involved in humanitarian aid, development projects, Government Agencies: Officials or employees tasked with developing proposals for government-funded projects or initiatives, Social Entrepreneurs, Academic Institutions, Community Group Leaders, Startups Entrepreneurs, Individual Grant Writers and Fundraising Professionals who need to secure funding through grants, donations, or sponsorships will benefit from this program.

#### Learning objectives:

At the end of the program, participants will be able to:

- gain insights into the purpose and structure of project proposals, including key components such as problem statements, objectives, methodologies, and budgets;
- identify sources of funds, including government grants, private foundations, corporate sponsorships, and crowdfunding platforms;
- develop skills to craft persuasive and compelling project proposals that effectively communicate project goals, objectives, and anticipated outcomes to potential funders;
- explore the fund-raising process, including building relationships with potential donors, submitting proposals, and engaging in follow-up communication to secure funding;
- learn the basics of financial management for projects, including budgeting, financial reporting, and accountability requirements for funders;
- organize the different components of a proposal in a logical flow; and
- write an effective proposal according to the donor's requirements and guidelines.

#### Course Outline

##### Day 1: Module 1: Introduction to Project Proposal Writing

- Overview of project proposals: Purpose and importance
- Types of proposals: Solicited vs. unsolicited
- Understanding the target audience and their expectations

##### Module 2: Preparing to Write a Project Proposal

- Needs assessment and problem statement
- Setting SMART objectives and outcomes
- Developing a logical framework or project framework

##### Day 2: Module 1: Components of a Project Proposal

- Executive summary and introduction
- Project description and methodology
- Budget planning and financial sustainability
- Monitoring and evaluation framework

Human Capital Associates Global Consult Ltd is Accredited by Nigeria Council for Management Development (NCMD)

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## Module 2: Writing Techniques for Project Proposals

- Writing style and tone
- Structuring your proposal for clarity and impact
- Incorporating evidence and data to support your proposal

## Day 3: Module 1: Fundamentals of Fund Raising

- Understanding the fund-raising landscape: Sources and opportunities
- Developing a fund-raising strategy
- Legal and ethical considerations in fund raising

## Module 2: Fund Raising Techniques

- Individual donors vs. institutional donors
- Crafting a compelling case for support
- Leveraging social media and digital platforms for fund raising

## Day 4: Module 1: Building Relationships with Donors

- Donor cultivation and stewardship
- Effective communication strategies
- Handling donor objections and concerns

## Module 2: Proposal Submission and Follow-Up

- Submission guidelines and best practices
- Follow-up strategies after submission
- Dealing with feedback and revisions

## Day 5: Module 1: Evaluation and Impact Assessment

- Methods for evaluating fund raising efforts
- Measuring the impact of funded projects
- Reporting requirements and accountability
- Case Studies and Practical Exercises
  - Analyzing successful project proposals and fund-raising campaigns
  - Hands-on exercises: Drafting a proposal and fund-raising plan
  - Peer review and feedback sessions

## Module 2: Ethical Considerations and Compliance

- Ethical issues in project proposal writing and fund raising
- Compliance with legal and regulatory requirements
- Transparency and accountability in fund utilization

## Final Project Presentation

- Presenting your project proposal and fund-raising plan

**Methodology:** This course will be done through a combination of theoretical learning, practical exercises, case studies, and peer review sessions, participants will gain practical experience and confidence in project proposal writing and fund-raising techniques.

### LOCATIONS

1 - HCA Learning Centre. Acme House 2nd Floor, 23, Acme Road, Ogba, Industrial Scheme, Ikeja, Lagos, Nigeria

2 - Pearls Learning Hub, Plot 756, Opposite Divine Hand of God Ministry, Area 1, Garki, Abuja.

3 – Pakiri hotel Ltd., 4 Okwuruola Street, off Stadium Road, Rumuola, Port Harcourt, Rivers State.

**Open Course Fee: N300, 000**

In-plant Fee Negotiable

### WORKSHOP FEE:

**N300, 000 per participant, VAT –N22, 500**

Note: this covers Workshop Fee, Tea/coffee break, Lunch, course materials and certificate of attendance.

Payment should be made into our Accounts:

Account Name: Human Capital Associates Global Consult Ltd.

Union Bank of Nig. PLC: Account No: 0097961537

First Bank of Nig. PLC: Account No: 2033683960

Keystone Bank Ltd.: Account No: 1007150325

**For Booking / Enquiry, Call: 234-8051365946, 234-7087578814**

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