

# Grant proposal writing for fundraisers

Course for companies

Live online



## Who is it for?

Any fundraising teams responsible for generating grant income with funding proposals.

## Delivery

We deliver this course live online.

## Participant numbers

Four people to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

## Course length

Flexible – typically two half-days (or one day) of training plus a half-day of coaching sessions.

## Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

**+44 (0)1273 732 888**

**[info@writing-skills.com](mailto:info@writing-skills.com)**

25 years



of better writing

## Securing funding for the projects that matter to you is more challenging now than ever.

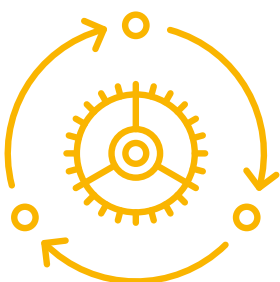
Charity fundraisers face increasing competition and must master a range of skills. Their proposals must hook the reader from the beginning and not only paint a compelling picture of the problem but also persuade their prospect that they are the ones that can solve them.

That's why we created this course. Intensive and practical, it will show your team how to write persuasive grant proposals – and equip them with the supporting skills they need for effective fundraising today.

## Tailored to your needs

A course will always be more engaging and effective when it's directly relevant to the real work your team focuses on day in and day out. So, before the training, we'll review examples of your team's previous proposals and use these to tailor the materials.

By working through exercises based on real-life examples, your team will understand exactly how to apply what they learn to their work when they're back at their desks.





'Seamless use of technology. Some of the best interaction I have experienced on an online course.'

Harry Folkes,  
Talbot Underwriting Services

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## Virtual training that works

Online training is the natural choice in a world where remote working is more widespread than ever.

We've been running remote-learning programmes for over ten years, continually refining our approach in that time. So we've learned how to design online sessions that ensure delegates can learn as effectively as possible.

We deliver the training in two intensive sessions over two days to keep learners' energy high. Group sizes are kept small to guarantee each delegate gets the individual attention they need. And they'll never find themselves sitting passively through a lecture. Live polling, breakout rooms and activities, shared whiteboards and other tools ensure participants have a highly engaging and collaborative experience.

Your team will be able to attend from anywhere. All they each need is a computer, a headset and stable internet access.

After the training, delegates will have a year's access to our business-writing helpdesk. This email and phone helpline provides an extra source of support while they're putting their new skills into practice.

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## Learning objectives

On this course, your team will learn how to:

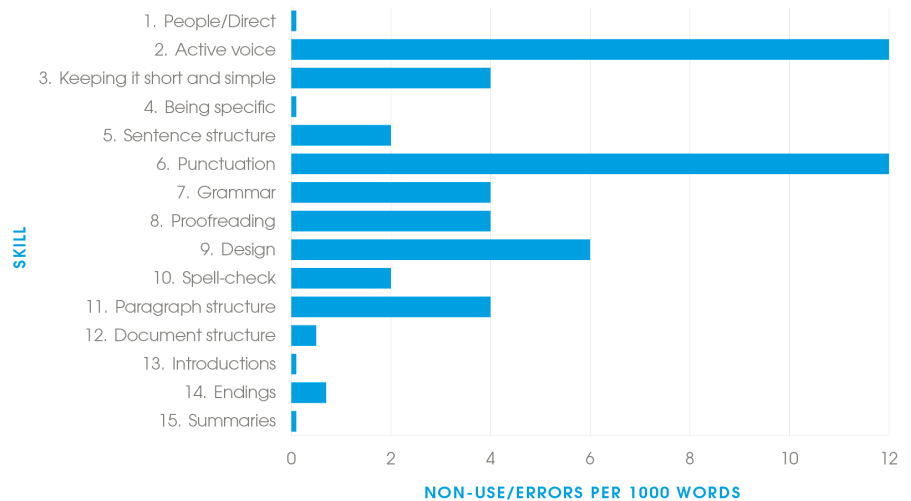
- ✓ identify and use win themes and highlight benefits that are meaningful to their prospect
- ✓ navigate the terminology in the world of grant proposals
- ✓ write clearly with impact
- ✓ use storytelling to create a compelling problem/needs statement and emotive case studies
- ✓ build and structure a persuasive argument in a free-form proposal or when responding to an ITT
- ✓ work with theories of change and logical frameworks
- ✓ avoid the most common pitfalls in grant-proposal writing
- ✓ write critical supporting materials – from effective prospecting emails to CVs that sell
- ✓ spot and correct errors in a proposal before it's sent to the prospect.



## Personalised analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

After the group training, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.

## A blended approach for lasting learning



Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or e-learning.

**Contact us to discuss the best blended programme for your team.**

Trusted by over 6,000 organisations worldwide, including:



Example programme

# Grant proposal writing for fundraisers



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9.30-12.30

## Critical preparation

### Introduction and course overview

#### Focusing on the funder

- Identifying win themes
- Highlighting benefits

#### Navigating proposal terminology

#### Avoiding proposal pitfalls

#### Writing a compelling problem/needs statement

#### Working with helpful frameworks

- Theories of change
- Logical frameworks

#### Building a persuasive argument

- Planning and structure

9.30-12.30

## Compelling, client-focused writing

### Introduction and recap

#### Responding to an ITT

#### Writing to win

- Executive summaries
- CVs that sell
- Titles and subheadings

#### Improving readability

#### Effective prospecting emails and relationship building

#### Getting the details right

- Design
- Punctuation and grammar
- Proofreading

13.30-17.00

## Individual coaching and analysis feedback

### Build your programme: optional follow-up

#### Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to complement and reinforce the learning.

#### Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss your writing course today

Call: +44 (0)1273 732 888  
Email: [info@writing-skills.com](mailto:info@writing-skills.com)