



# PROPOSAL WRITING FOR NON-PROFIT FUNDRAISING

AUGUST 23-26 |  
DELHI NCR

 **IMPACT TRAINING**

The Civil Society Academy in India (CSA India) was registered under Article 64 of the Indian Trust Act on February 12, 2015. CSA understands that civil society development in India is a major force and that it plays an important role in achieving the Sustainable Development Goals. At CSA, we are passionate about:

## SUPPORTING SUPPORTING



Supporting CSOs and community leaders to become more effective and creative in solving social problems.

## BUILDING BUILDING



Building capacities on leadership, development, effective program development, effective advocacy to create higher impact.

## IMPROVING IMPROVING



Improving well-being of communities through meaningful engagement of CSOs and community leaders.



Fundraising is a challenge for CSOs in the current space. Whether it's about finding the right donor, pitching your work, or writing a grant proposal, a fundraiser needs to develop his/her own skills. Proposal writing is the core of fundraising, and it requires a systematic approach and effort to write a winning proposal. A good proposal writer requires comprehensive knowledge, and skills to develop a strong theory of change and create a perfect "problem-solution" fit.

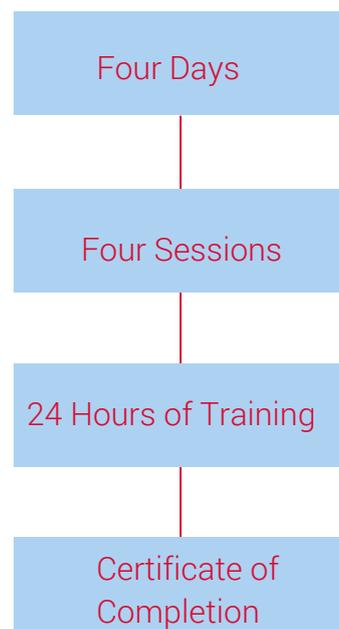
**DONORS DON'T GIVE TO INSTITUTIONS. THEY INVEST IN IDEAS AND PEOPLE IN WHOM THEY BELIEVE - G.T. SMITH**

## TRAINING FOCUS

- 01 UNDERSTANDING THE DONOR
- 02 STAKEHOLDER ANALYSIS
- 03 IMPACT MODEL
- 04 THEORY OF CHANGE
- 05 DEVELOPING A PITCH DECK

## KEY FEATURES

-  Presentations
-  Discussion (One to one/Subgroup)
-  Sample Proposals
-  Guided Practice



# TRAINING PLAN

## Day one

---

### **01 WELCOME**

Getting to know each other | Expectation Mapping | Objective sharing | Introduction to Fundraising

### **02 UNDERSTANDING AND ANALYZING YOUR DONOR**

### **03 ANALYZING A CALL FOR PROPOSAL**

### **04 DEFINING YOUR TARGET GROUP**

Need Analysis | Defining Problem

## Day three

---

### **01 KEY SUCCESS FACTORS FOR WINNING PROPOSALS**

Sample Proposals

### **02 THEORY OF CHANGE**

Practice Writing an LFA

### **03 PRACTICE AND GUIDING**

### **04 DEVELOPING A PITCH DECK**

## Day two

---

### **01 STAKEHOLDER AND TREND ANALYSIS**

### **02 IMPACT MODEL**

### **03 DEVELOPING THEORY OF CHANGE**

### **04 TOC CONTINUED**

## Day four

---

### **01 PITCH PRESENTATIONS**

Feed Forward

### **02 DONOR FUNNEL**

Track donor engagement for success

### **03 I AS A FUNDRAISER**

Qualities of successful fundraisers | Self-assessments

### **04 CLOSING**

Summary | Evaluation

---

WE ARE STARTING AND ENDING EACH DAY WITH A GROUP CHECK-IN AND CHECK-OUT

# BY THE END OF THE TRAINING, YOU WILL LEARN TO

## **IDENTIFY**

You identify impact models

## **ANALYZE**

You analyze problems and ideate solutions

## **DEVELOP**

You develop theory of change and log frame

## **FULFILL**

You fulfill the criteria of - relevance, effectiveness, efficiency, sustainability and impact.

# PROPOSAL WRITING TRAINING 2022

**AUGUST 23-26 |  
DELHI NCR**

Timings: 10:00 AM to 5:30 PM  
Language: English  
(Discussions may happen in Hindi)

[REGISTER HERE](#)

## Join your peer

Learn the foundations of proposal writing and build essential and crucial skills for your work in a civil society organization. We welcome participants from different positions and diverse departments, which creates a rich mix of experience and perspectives.

**INR 9999** (for Indian NGOs)

**INR 19,999** (for International NGOs)

(10% Discount for group registrations)

The price includes training and training materials, lunch, and snacks for the duration of the workshop. The cost of logistics, travel, and any other meals will have to be paid separately by the participants.

Your contact:

**RISHI MEENA**

[rishi@civilsocietyacademy.org](mailto:rishi@civilsocietyacademy.org)



Civil Society Academy

G-86, Sarita Vihar, New Delhi

[www.civilsocietyacademy.org](http://www.civilsocietyacademy.org)

**Call us**

011-49121807

**Text us**

[infoindia@civilsocietyacademy.org](mailto:infoindia@civilsocietyacademy.org)

**Follow us**

