

## Training Agenda | أجنحة تدريب

### كتابة مقترحات المشاريع وتجنيد الأموال Proposal Writing & Fundraising Training

60 hours | ساعة 60

#### 1. Proposal Writing

1 <sup>st</sup> Week	
Session 1	Development Concept & Terminologies Project Management Life Cycle and Proposal Plan
Session 2	Discussing the Project Idea Target Group Identification
Session 3	Relevance Analysis
2 <sup>nd</sup> Week	
Session 1	<b>Problem Identification</b> from Secondary Sources
Session 2	Justification and Feasibility Analysis
Session 3	Core Problem Statement Formulation Stakeholder Analysis
3 <sup>rd</sup> Week	
Session 1	Theory of Change Result Chain: Levels & Funders Terminologies
Session 2	Exercise: Results Chain: Donors' Templates
Session 3	Result Chain: Building 3 levels of Changes
▶ Start Writing the Proposal	
4 <sup>th</sup> Week	
Session 1	Results Chain: Objectives Levels
Session 2	Results Chain: Outputs
Session 3	Results Chain: Activities
5 <sup>th</sup> Week	
Session 1	Results Chain: Additional Interventions
Session 2	Results Chain: Advanced Exercises (Develop Result Chain from Call for Proposals)
Session 3	Results Chain: Advanced Cases: (Develop Result Chain from Cases)

6 <sup>th</sup> Week	
Session 1	Logical Framework Matrix: Result Chain, Assumption & Risks
Session 2	Logical Framework Matrix: Result Chain, Indicators
Session 3	Logical Framework Matrix: Result Chain, SoV

7 <sup>th</sup> Week	
Session 1	Project Baseline
Session 2	M&E Plan
Session 3	Risks Responses Plan

8 <sup>th</sup> Week	
Session 1	Problem & Justification, Background,
Session 2	Relevance   Beneficiaries
Session 3	Methodology

9 <sup>th</sup> Week	
Session 1	Impact, Sustainability   Summary
Session 2	Cross-Cutting Issues in the Proposal
Session 3	EU Application Proposal Form   UN Application Form

10 <sup>th</sup> Week	
Session 1	Action Plan, Budget: Guidelines, Eligibility,
Session 2	Project Budgets: Item-Based Budget & Activity-Based Budget
Session 3	How to develop an institutional Fundraising Plan

## 2. Fundraising

11 <sup>th</sup> Week	
<b>Institutional Fundraising</b>	
Session 1	Readiness for Fundraising from Donor Institutions Types of Donors, Type of Donations, Fundraising Strategy
Session 2	Institutional Fundraising Plan
Session 3	Institutional Readiness for Community Fundraising

12 <sup>th</sup> Week	
Session 1	Why people give? Type of Community Givers & Donations
Session 2	Community Fundraising Cycle
Session 3	Community Fundraising Cycle

13 <sup>th</sup> Week	
Session 1	Digital Fundraising: Social media for Fundraising
Session 2	Digital Fundraising: Social media for Fundraising
Session 3	Digital Fundraising: Introduction to Crowdfunding