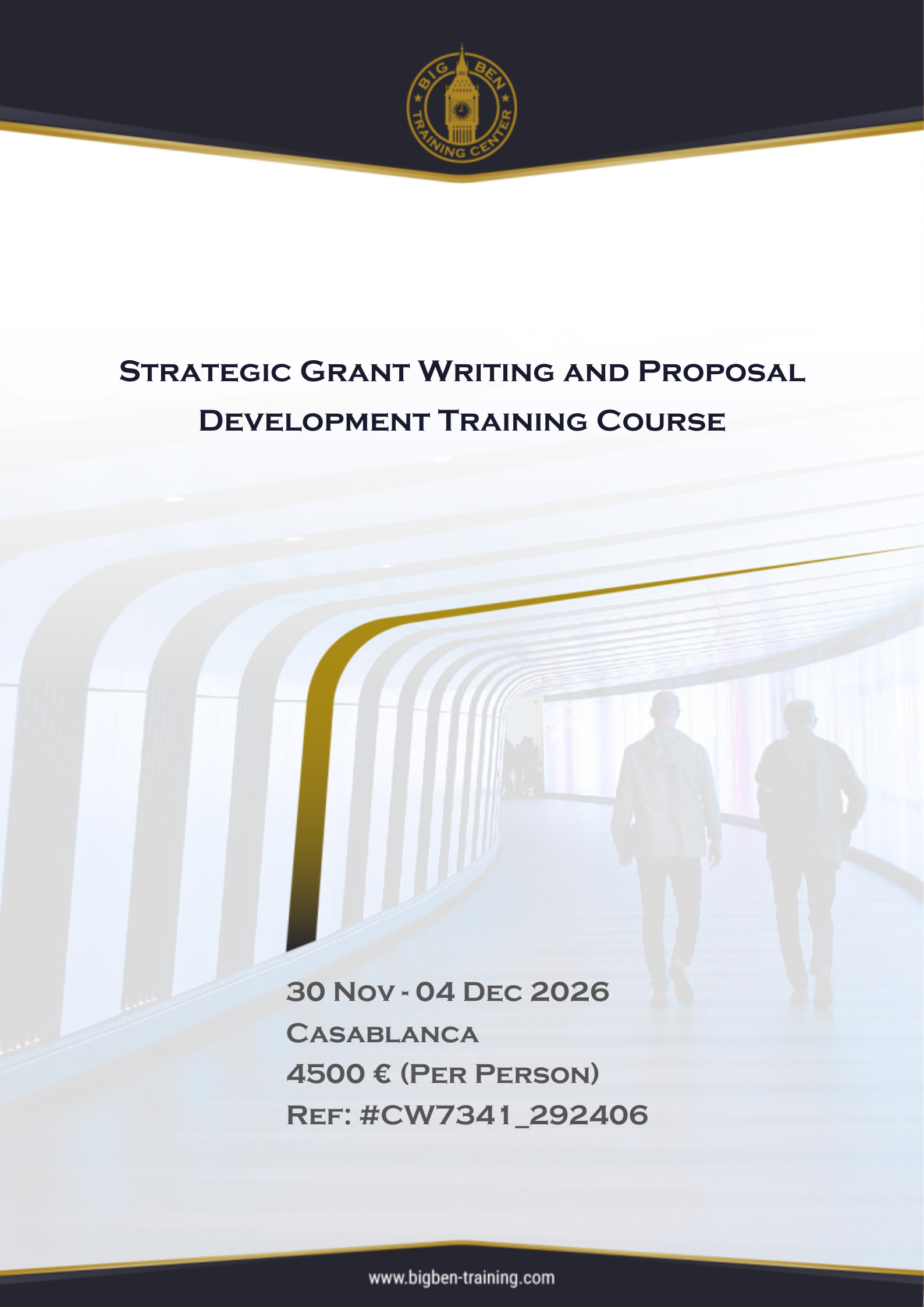
Strategic Grant Writing and Proposal Development Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #CW7341_292406

Course Introduction / Overview:

Securing funding is the lifeblood of countless organizations, transforming visionary ideas into impactful realities. This comprehensive course is meticulously designed to demystify the grant writing process and empower participants to craft compelling, successful funding proposals. We will navigate the entire grant lifecycle, from initial project conception and funder research to the final stages of submission and post-award management. This program moves beyond basic templates, delving into the strategic nuances that distinguish a winning proposal. Drawing on principles articulated by renowned experts like Jane C. Geever in her seminal work, "Geever's Guide to Grant Writing," we will explore how to construct a powerful narrative, develop a persuasive statement of need, and present a logical, data-driven project plan. Participants will learn to align their organization's mission with the priorities of foundations, corporations, and government agencies. BIG BEN Training Center provides a practical, hands-on learning environment where you will gain the confidence and skills to articulate your vision, justify your budget, and build sustainable relationships with funders, ultimately enhancing your organization's capacity for growth and impact.

Target Audience / This training course is suitable for:

- Non-Profit Executive Directors and Managers.
- Fundraising and Development Professionals.
- Grant Writers and Coordinators.
- Project Managers and Program Officers.
- Researchers and Academics seeking funding.
- Community Organizers and Social Entrepreneurs.
- Consultants working with non-profit organizations.
- Anyone responsible for securing institutional funding.

Target Sectors and Industries:

- Non-Profit and Non-Governmental Organizations (NGOs).
- Education sector, including schools, colleges, and universities.
- Healthcare and Public Health organizations.
- Social Services and Community Development agencies.
- Arts, Culture, and Humanities organizations.
- Environmental and Conservation groups.
- Governmental and public sector agencies.
- Research and scientific institutions.

Target Organizations Departments:

- Development and Fundraising Departments.
- Program and Project Management Offices.
- Finance and Administration Departments.
- Research and Development Units.
- Strategic Planning and Executive Leadership.
- Corporate Social Responsibility (CSR) teams.
- Community Outreach and Engagement divisions.
- Grants Management and Compliance offices.

Course Offerings:

By the end of this course, the participants will have able to:

- Identify and evaluate potential funding sources and opportunities.
- Develop a compelling case for support and a powerful statement of need.
- Structure and write each component of a standard grant proposal.
- Create a detailed, accurate, and justifiable project budget.
- Design a practical project evaluation plan using logic model.
- Understand the nuances of writing for different types of funders.
- Navigate the grant submission process effectively.
- Implement best practices for grant reporting and stewardship.
- Build and maintain long-term relationships with funding partners.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be immersive, practical, and highly interactive, ensuring that participants not only learn the theory but also apply it directly. We believe in learning by doing. The course will feature a blend of expert-led presentations, in-depth case study analyses of successful and unsuccessful grant proposals, and collaborative group exercises. Participants will engage in hands-on activities such as drafting key proposal sections, developing a project budget from scratch, and participating in peer-review sessions to provide and receive constructive feedback. These interactive workshops simulate the real-world challenges of grant writing and foster a collaborative learning environment. We will utilize role-playing scenarios for practicing funder communication and negotiation. The facilitator will provide personalized feedback and coaching throughout the five days, ensuring that each participant can translate the learned concepts into tangible skills applicable to their own organization's funding needs. This dynamic approach guarantees a rich learning experience that builds both competence and confidence in the grant acquisition process.

Course Agenda (Course Units):

Unit One Introduction to Grant Writing and the Funding Landscape

- The fundamentals of grant funding and philanthropy.
- Understanding the complete grant lifecycle from A to Z.
- Types of funders: foundations, corporations, and government agencies.
- Key terminology and concepts in the world of grants.
- Ethical considerations and professional standards in grant seeking.
- Assessing your organization's readiness for grant funding.
- The role of the grant professional within an organization.

Unit Two Pre-Proposal Planning and Funder Research

- Developing a fundable project idea and clear objectives.
- Conducting a thorough needs assessment with supporting data.
- Strategies for identifying and researching potential funders.
- Using online databases and other tools for prospect research.
- Analyzing funder guidelines and priorities for alignment.
- Initiating contact and building relationships with program officers.
- Creating a grant-seeking calendar and workflow.

Unit Three Crafting a Compelling Grant Proposal

- Anatomy of a winning proposal: standard sections and formats.
- Writing a powerful executive summary that grabs attention.
- Developing a persuasive statement of need backed by evidence.
- Defining SMART goals, objectives, and project outcomes.
- Designing a detailed project description and methodology.
- Introduction to logic models for program design and evaluation.
- Tailoring your writing style for different audiences.

Unit Four Developing the Budget and Ensuring Sustainability

- Creating a comprehensive and realistic project budget.
- Distinguishing between direct and indirect costs.
- Writing a clear and persuasive budget narrative.
- Securing in-kind contributions and matching funds.
- Planning for long-term project sustainability beyond the grant period.
- Integrating the budget with the project narrative seamlessly.
- Common budget mistakes and how to avoid them.

Unit Five Submission, Follow-Up, and Grant Management

- Final review and polishing of the complete proposal package.
- Navigating online submission portals and procedures.
- Best practices for follow-up after proposal submission.
- Understanding the grant review and decision-making process.
- What to do when a proposal is accepted or declined.
- Grant management, compliance, and reporting requirements.
- Effective stewardship and building lasting funder relationships.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Beyond securing funds, how can the grant writing process itself serve as a strategic tool for organizational planning and development?

What unique qualities does this course offer compared to other courses?

This course distinguishes itself by adopting a holistic and strategic perspective on grant acquisition, moving far beyond the mechanics of simply filling out forms. While many courses focus solely on the writing component, we embed the practice of proposal development within the broader context of organizational strategy, program design, and long-term sustainability. Our curriculum emphasizes the critical pre-writing phase of project planning and funder research, ensuring participants are not just writing well, but are writing the right proposal for the right funder at the right time. A significant differentiator is our intensive focus on practical application through peer-review workshops and the development of a logic model, a powerful tool for clarifying project outcomes and strengthening the evaluation section of any proposal. Furthermore, the course dedicates substantial time to post-award management and funder stewardship, recognizing that securing a grant is the beginning, not the end, of a crucial relationship. Participants leave not just as better writers, but as more strategic thinkers equipped to integrate grant-seeking into their organization's core mission and vision.