Writing Successful Grant Proposals and Funding Strategies Training Course



14 - 18 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #GOV8075_268623

Course Introduction / Overview:

This comprehensive training course is designed to equip non-profit professionals with the essential skills to secure vital funding through effective grant writing and strategic fundraising. In an increasingly competitive landscape, a well-crafted grant proposal is more than just a request for funds; it is a powerful narrative that demonstrates an organization's mission, impact, and capacity to deliver on its promises. This course, provided by BIG BEN Training Center, is grounded in the principles of persuasive communication and strategic planning. Drawing on the work of fundraising experts such as The Foundation Center and their widely used resources, the program provides a clear, step-by-step approach to developing a winning grant proposal from start to finish. We will explore how to identify potential funders, research their priorities, and align your organization's needs with their philanthropic goals. The course goes beyond simply writing the proposal, covering the entire funding cycle from prospect research to post-award management. By the end of the course, participants will have a clear understanding of what makes a proposal compelling and will be able to apply these strategies to a range of funding opportunities.

Target Audience / This training course is suitable for:

- Grant writers and development professionals.
- Non-profit executive directors and program managers.
- Fundraising and philanthropy specialists.
- Board members and volunteers involved in development.
- Social entrepreneurs and community organizers.
- Anyone seeking to secure funding for non-profit projects.

Target Sectors and Industries:

- Non-profit and charitable organizations.
- Public administration and government agencies.
- Social and community services.
- Educational institutions and research centers.
- Healthcare and public health organizations.
- Arts, culture, and environmental conservation.

Target Organizations Departments:

- Fundraising and Development.
- Program and Project Management.
- Finance and Administration.
- Strategic Planning.
- Communications and Public Relations.
- Executive Leadership.

Course Offerings:

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

- Research and identify suitable grant opportunities.
- Understand the components of a compelling grant proposal.
- Write persuasive narratives that highlight organizational impact.
- Develop a realistic and well-justified project budget.
- Create a grant submission and tracking system.
- Build and sustain relationships with foundation officers.
- Navigate the post-award reporting requirements.
- Diversify funding streams beyond traditional grants.
- Pitch an organizational story that resonates with funders.
- Evaluate and improve future grant writing efforts.

Course Methodology:

This training course at BIG BEN Training Center uses a highly interactive and practical approach to ensure participants can immediately apply their new skills. We move away from simple lectures and instead use a blend of engaging activities, including hands-on proposal drafting, peer review sessions, and real-world case studies of both successful and unsuccessful grant applications. For example, participants will dissect sample grant proposals, identifying strengths and weaknesses. The course includes workshops where attendees can work on their own projects and receive immediate feedback from instructors and peers. Role-playing exercises will simulate conversations with program officers and potential funders, preparing participants for real-life interactions. We emphasize a continuous feedback loop, not just for employees but for the participants themselves. Our experienced instructors provide personalized guidance and constructive feedback, creating a supportive learning environment that empowers non-profit professionals to succeed.

Course Agenda (Course Units):

Unit One: Foundations of Grant Readiness

- Assessing your organization's funding needs.
- Developing a clear project concept.
- Identifying different types of funders and their motivations.
- Creating a grant seeker's checklist.
- Building a case for support.
- Understanding the non-profit funding landscape.
- Researching potential grant opportunities.

Unit Two: Crafting the Winning Proposal

- The core components of a standard grant proposal.
- Writing a compelling organizational and project summary.
- Developing the needs statement.
- Defining measurable objectives and activities.
- Crafting a powerful narrative and impact story.
- Creating a logical framework for your project.
- Ensuring your proposal is clear and concise.

Unit Three: Budgeting and Financial Storytelling

- Creating a realistic and justifiable project budget.
- Understanding direct vs. indirect costs.
- Developing budget narratives and justifications.
- Demonstrating financial sustainability.
- Presenting your budget in a clear and professional manner.
- Aligning the budget with the proposal narrative.
- Financial compliance and reporting.

Unit Four: Pitching and Relationship Building

- Strategies for communicating with funders.
- Building a professional relationship with program officers.
- Understanding the funder's perspective.
- Following up on grant submissions.
- The importance of reporting and stewardship.
- Turning a one-time grant into a long-term partnership.
- Navigating funder portals and online systems.

Unit Five: Beyond the Grant and Advanced Strategies

- Exploring alternative funding sources like corporate sponsorships.
- Developing a diversified funding strategy.
- Using storytelling to enhance your fundraising efforts.
- Post-award management and compliance.
- Evaluating grant-seeking efforts and learning from rejections.
- Ethical considerations in fundraising.
- The future of non-profit funding.

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:

In a world of finite resources, how can non-profits ethically balance their need for funding with their core mission to serve the public good, particularly when funder priorities may not perfectly align with their own?

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

This training course stands out by providing a holistic approach to grant writing that goes beyond a simple "how-to" guide. We focus on the entire funding lifecycle, from initial prospect research to post-award management, ensuring participants are equipped for long-term success. Unlike courses that just teach the mechanics of writing, we emphasize the strategic elements of building relationships and telling a compelling story that resonates with funders. The course includes extensive hands-on practice, giving participants the opportunity to workshop their own proposals and receive direct, constructive feedback in a supportive environment. The blend of academic principles, such as those related to persuasive communication and strategic planning, with practical exercises gives attendees a comprehensive skillset. It is this combination of theoretical depth and real-world application that empowers professionals to secure the funding their organizations need to thrive.