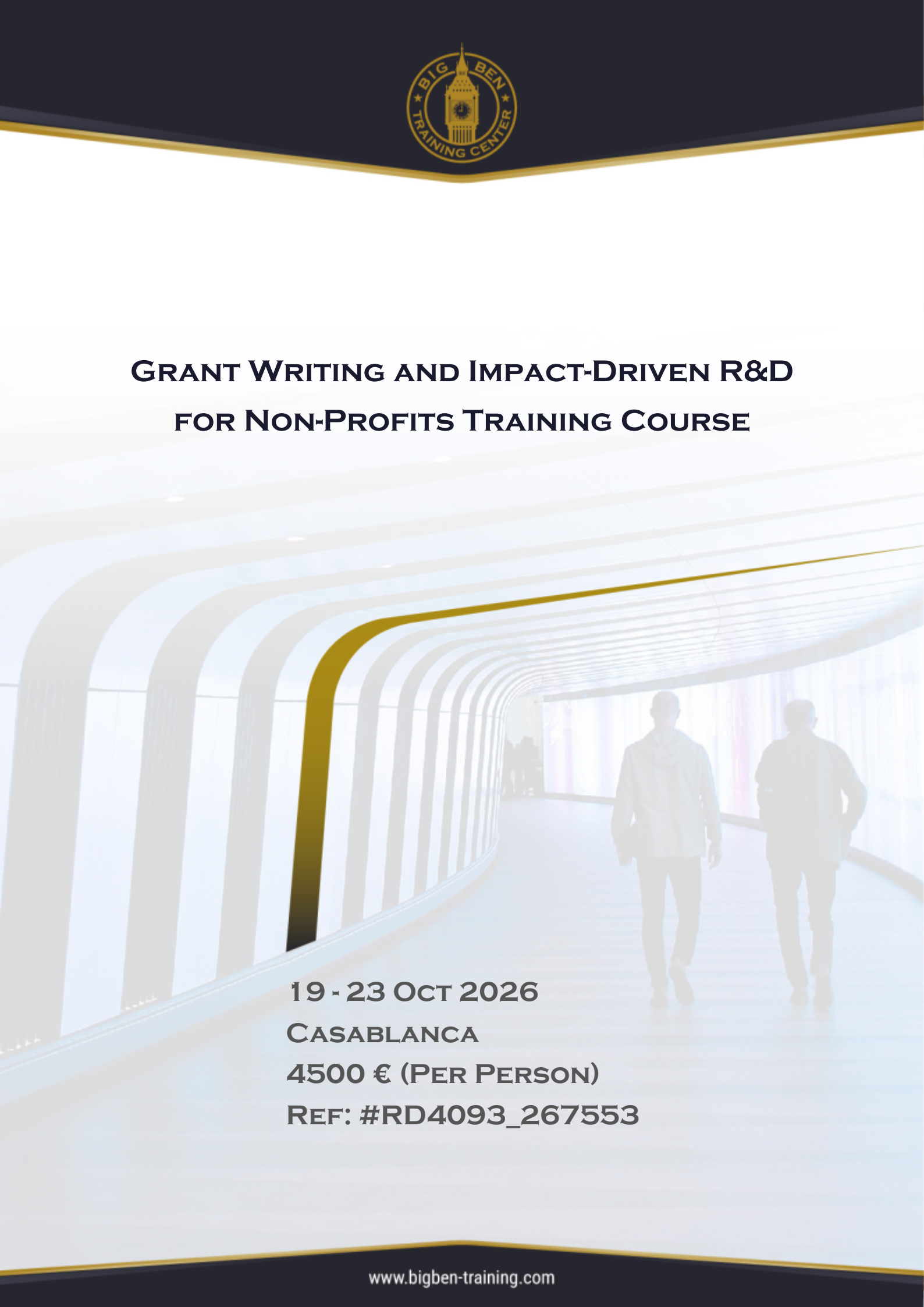
Grant Writing and Impact-Driven R&D for Non-Profits Training Course



19 - 23 Oct 2026

Casablanca

4500 € (Per Person)

Ref: #RD4093_267553

Course Introduction / Overview:

For non-profit organizations, R&D is a powerful tool for driving social change, but it requires a specialized approach to funding and impact measurement. This training course is designed to provide non-profit leaders, program managers, and grant writers with the frameworks and practical skills to conduct impactful research and secure the funding needed to scale their programs. It goes beyond the basics of grant writing to focus on the unique challenges of non-profit R&D, including measuring social impact, aligning research with mission, and communicating results to a diverse group of stakeholders. We will explore how to identify funding opportunities from foundations, government agencies, and corporate sponsors, and how to craft a compelling proposal that highlights both the scientific rigor and the social value of your work. The curriculum is informed by the foundational work of global academics like Michael Porter, whose concept of shared value highlights the link between a company's competitiveness and the social conditions in which it operates, a framework that is increasingly being applied to the non-profit sector. This program provides a clear blueprint for turning a good idea into a funded project that creates significant social good. BIG BEN Training Center is committed to empowering non-profit professionals to drive meaningful changes.

Target Audience / This training course is suitable for:

- Non-profit executive directors and leaders.
- Program and project managers.
- Grant writers and fundraising professionals.
- Community outreach and advocacy specialists.
- Researchers and academics in the non-profit sector.
- Strategic planners.
- Public policy professionals.

Target Sectors and Industries:

- Non-profit and philanthropic organizations.
- Public health and social services.
- Education and academic research.
- Environmental and conservation organizations.
- Humanitarian and development aid.
- Arts and culture.
- Government agencies.

Target Organizations Departments:

- Program development and management.
- Grant writing and fundraising.
- Research and evaluation.
- Community engagement.
- Strategic planning.
- Finance and compliance.
- Advocacy and public relations.

Course Offerings:

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

- Develop a mission-aligned R&D strategy.
- Identify and evaluate grant opportunities for non-profits.
- Write a compelling grant proposal that demonstrates impact.
- Measure and communicate the social impact of research.
- Navigate the regulatory and compliance requirements of grant funding.
- Build and manage relationships with funders and partners.
- Create a plan for monitoring and reporting on project outcomes.
- Build a sustainable funding pipeline for R&D.

Course Methodology:

This training course uses a highly practical and case-based methodology to ensure participants gain actionable skills in non-profit R&D and grant writing. The program incorporates detailed case studies of successful grant applications and of the unique challenges that non-profits face in the research landscape. We will use interactive workshops and proposal writing exercises to practice critical skills like drafting a project narrative, preparing a social impact budget, and addressing a funder's specific requirements. The course includes a hands-on group project where participants will work together to develop a full grant application for a fictional non-profit research initiative. BIG BEN Training Center believes that hands-on training is essential for mastering this new field. Our expert facilitators will guide discussions and provide personalized feedback, ensuring that participants leave with the confidence and practical experience needed to secure and manage the funding they need to make a difference.

Course Agenda (Course Units):

Unit One: Strategic R&D for Social Impact

- The unique role of R&D in the non-profit sector.
- Aligning research with mission and vision.
- The importance of impact measurement.
- From a problem to a research question.
- Building an impact-driven strategy.

Unit Two: The Grant Writing Process

- Identifying funding opportunities.
- Understanding the funder's priorities.
- Components of a winning proposal.
- Drafting a compelling project narrative.
- Creating a realistic and defensible budget.

Unit Three: Securing and Managing Grants

- The grant review and selection process.
- Navigating the negotiation phase.
- Grant agreements and reporting requirements.
- Building and managing relationships with funders.
- Best practices for grant administration.

Unit Four: Measuring and Communicating Impact

- Logic models and theories of change.
- Developing key performance indicators (KPIs).
- Data collection and analysis for non-profits.
- Communicating impacts to a diverse audience.
- Telling your story through data.

Unit Five: Building a Sustainable Funding Future

- Diversifying funding sources.
- The role of corporate and foundation partnerships.
- Building a culture of evaluation and learning.
- Leading an impact-driven organization.
- Developing a personal leadership roadmap.

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:

How can a non-profit organization balance the need for rigorous, evidence-based research with the pressure to produce quick results that will attract future funding?

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

This training course is a highly specialized program that focuses on the unique and critical challenges of R&D in the non-profit sector, which sets it apart from generic courses on grant writing or research methods. We go beyond a simple focus on funding to provide a holistic framework for conducting and managing research that is truly impactful. Our curriculum is tailored to address the specific needs of non-profit professionals, providing them with the tools to translate their passion for social change into measurable, fundable projects. The course distinguishes itself by emphasizing not only the technical skills needed to write a proposal but also the strategic and leadership skills required to build a culture of evaluation and learning. By focusing on both the practical and the mission-driven aspects of R&D, this program provides an invaluable skill set that is essential for any professional committed to a career in the social sector.