

Grant proposal writing for fundraisers

Course for companies

In person

**Who is it for?**

Any fundraising teams responsible for generating grant income with funding proposals.

Delivery

We deliver this course in person.

Participant numbers

Four people up to your whole organisation. We train in groups of no more than ten to make sure everyone gets individual attention.

Course length

Flexible, depending on the elements you choose to include – typically at least one full day.

Pricing

The cost of the course varies depending on numbers. Please get in touch to talk about your group:

+44 (0)1273 732 888
info@writing-skills.com



Securing funding for the projects that matter to you is more challenging now than ever.

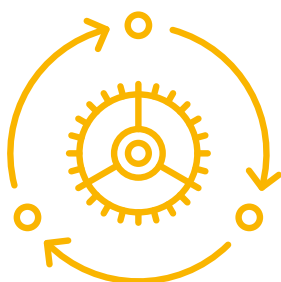
Charity fundraisers face increasing competition and must master a range of skills. Their proposals must hook the reader from the beginning and not only paint a compelling picture of the problem but also persuade their prospect that they are the ones that can solve them.

That's why we created this course. Intensive and practical, it will show your team how to write persuasive grant proposals – and equip them with the supporting skills they need for effective fundraising today.

Tailored to your needs

A course will always be more engaging and effective when it's directly relevant to the real work your team focuses on day in and day out. So, before the training, we'll review examples of your team's previous proposals and use these to tailor the materials.

By working through exercises based on real-life examples, your team will understand exactly how to apply what they learn to their work when they're back at their desks.





‘We chose Emphasis because they really “got it” – they really understood exactly what we needed and what our issues were.’

Mary Jean Pritchard,
The King’s Fund

Venue

Our trainers are based in the UK, the US and Europe, but we train globally. Wherever you are in the world, we can come to you to run the course. We can also train remotely.

Why it works

- ✓ Pre-course writing analysis identifies the areas each learner needs to work on.
 - ✓ Small-group training ensures each delegate gets individual attention.
 - ✓ Targeted exercises and discussion keep learners engaged and mean they immediately practise applying the techniques.
 - ✓ One-to-one coaching shows delegates where to focus and how to quickly put the right techniques into practice to create rapid improvements.
 - ✓ Each delegate receives one year’s access to our business-writing helpdesk to support them as they take what they’ve learned into their roles.
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Learning objectives

On this course, your team will learn how to:

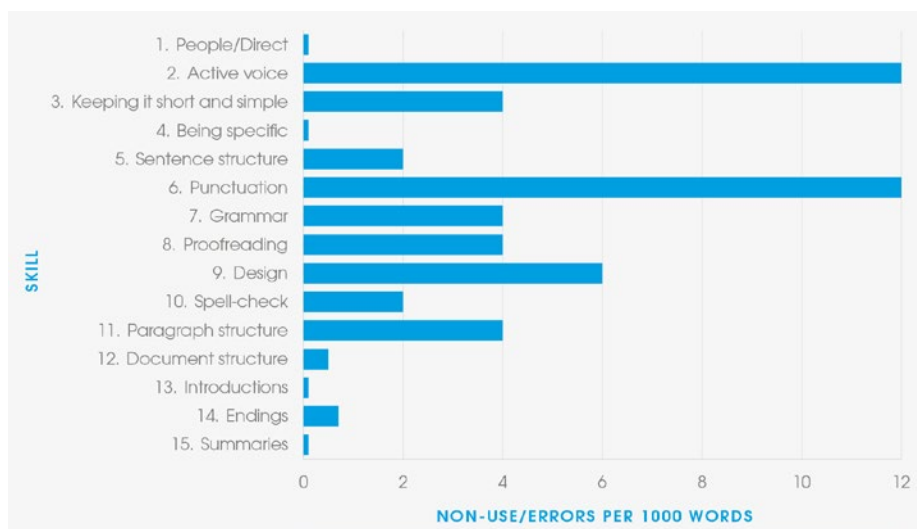
- ✓ identify and use win themes and highlight benefits that are meaningful to their prospect
- ✓ navigate the terminology in the world of grant proposals
- ✓ write clearly with impact
- ✓ use storytelling to create a compelling problem/needs statement and emotive case studies
- ✓ build and structure a persuasive argument in a free-form proposal or when responding to an ITT
- ✓ work with theories of change and logical frameworks
- ✓ avoid the most common pitfalls in grant-proposal writing
- ✓ write critical supporting materials – from effective prospecting emails to CVs that sell
- ✓ spot and correct errors in a proposal before it’s sent to the prospect.



Individual analysis and coaching

Every delegate will have their own unique combination of strengths, weaknesses and blindspots when it comes to their writing. That's why our unique individual writing analysis is such a pivotal part of all our training. It's the final puzzle piece that turns useful techniques into relevant practices that can change how well each person communicates in writing.

Before the live training, we'll request a sample of writing from each participant. The expert trainer will analyse each person's sample and we'll produce a graph of their results.



Gap analysis: every participant receives targeted feedback

During the course, each participant will have a one-on-one with their trainer, who'll talk them through their results and answer any questions. The trainer will explain the areas they should focus on and exactly how to put their new skills into practice to make rapid improvements.



A blended approach for lasting learning

Your team will learn a lot on this intensive course. But changing writing habits takes time and practice. So you have the option of combining this training with other elements for even better results and lasting change.

You could choose to run a **coaching clinic**: a follow-up day of individual coaching sessions that can identify and target any ongoing problem areas. Or you can complement the training with **targeted seminars**, bespoke webinars or online learning.

Contact us to discuss the best blended programme for your team.

Trusted by over 1,000 organisations worldwide, including:



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9.30	Introduction and course overview Focusing on the funder ☑ Identifying win themes ☑ Highlighting benefits Navigating proposal terminology
10.45	Break
	Avoiding proposal pitfalls Writing a compelling problem/needs statement Working with helpful frameworks ☑ Theories of change ☑ Logical frameworks Building a persuasive argument ☑ Planning and structure
1.00	Lunch
	Responding to an ITT Writing to win ☑ Executive summaries ☑ CVs that sell ☑ Titles and subheadings Improving readability
3.30	Break
	Effective prospecting emails and relationship building Getting the details right ☑ Design ☑ Punctuation and grammar ☑ Proofreading
5.15-5.30	Summary and close

Build your programme: optional follow-up

Comprehensive e-learning

A year's access to our e-learning programme *The complete business writer*, to build on and reinforce the learning.

Coaching clinics

Individual one-to-ones based on a second writing analysis, giving delegates the chance to target ongoing problem areas with the expert trainer.

Get in touch to discuss
your writing course today

Call: +44 (0)1273 732 888
Email: info@writing-skills.com