



University
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Corporate Education

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Introduction to Proposal and Grant Writing

Target Audience:

This seminar will provide administrative leaders from a variety of not-for-profit, government, corporate and academic backgrounds with an in-depth introduction to all aspects of successful proposal writing.

Duration: 2 days

Prerequisite: None

Objectives:

At the end of the training the participants will be able to:

- Better understand why proposals are rejected
- Create the fundamental structure and components of a winning proposal
- Research granting and funding agencies and databases
- Strategically target proposal requests
- Learn useful tips for engaging the philanthropic audience
- Follow up on a request with winning results

Content:

- Characteristics of a good grant proposal
- Identifying potential donors/grantors
- Understanding grant requests/requirements
- Preparation and key considerations for writing the proposal
- Designing and structuring the proposal
- Developing the budget
- Common reasons for failure
- Examples of Winning Proposals