

# Planning, Proposal Writing, and Development

Design strong proposals.  
Secure sustainable funding.  
Strengthen nonprofit impact.



maximus academy  
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# Strong proposals create sustainable funding opportunities

Nonprofit organisations rely on effective funding strategies to sustain programmes, expand services, and deliver meaningful impact to communities.

However, securing funding requires more than a compelling idea. Organisations must develop structured proposals that clearly communicate their mission, demonstrate impact potential, and align with donor expectations.

The **Planning, Proposal Writing, and Development course** focuses on developing the professional skills required to design, write, and submit effective funding proposals. Participants explore the full proposal development process, from research and planning to drafting proposals that align with grant and tender requirements.

Participants also learn how to communicate effectively with donors, funding institutions, and corporate partners while exploring innovative fundraising strategies that strengthen long-term financial sustainability.

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## Why Proposal Development Matters

Without strong proposal development capabilities, organisations often experience:

- Difficulty securing grants and funding opportunities
- Proposals that lack clarity, structure, or alignment with donor priorities
- Limited communication with donors and funding entities
- Overreliance on a small number of funding sources

This course equips nonprofit professionals with the frameworks and tools needed to design compelling proposals and develop diversified funding strategies.

## Programme Overview

The course explores the complete process of preparing funding proposals and strengthening nonprofit fundraising strategies.

Participants explore how to:

- Plan and develop funding proposals aligned with donor requirements
- Manage the proposal development process from research to submission
- Communicate effectively with companies, institutions, and individual donors
- Develop fundraising strategies through events and sponsorships
- Create sustainable revenue streams through services and products

## The result:

Stronger proposals. Improved fundraising capability. Sustainable financial resources.

# What this programme prepares you to do

This course equips nonprofit professionals with the practical skills needed to design strong proposals and manage fundraising initiatives effectively.

Participants develop the capability to identify funding opportunities, prepare compelling proposals, and build relationships with donors that support long-term financial sustainability.

## What the Course Covers

Planning and developing proposals to secure funding through grants and tenders.

- The full proposal development process from research to submission
- Communicating effectively with companies, institutions, and individual donors
- Fundraising through special events and sponsorship initiatives
- Creating revenue streams through services and products

## Flexible Delivery

- As standalone professional training
- As part of full nonprofit programme development pathways
- Online or Face to Face

## Programme Details

### Training Days

2 Days

### Learning Hours

10 Hours

### Level

Practitioner - Professional

### Delivery Format

Instructor-led training

## Instructor:

Delivered by subject-matter experts with experience in nonprofit human resource management and organisational development.

# COCREATE TO ACTIVATE™

CoCreate to Activate™ is Maximus Academy's four-step method for building skills that last—not just in the classroom, but inside real organisations operating in fast-moving, high-demand sectors across the region.

**Turning capability into national outcomes.**



## **ASSESS**

Understand the real operating world



## **DESIGN**

Build training that fits the sector



## **DELIVER**

Teach through Saudi SMEs and practitioners



## **SUSTAIN**

Embed the change inside organisations

### **What this Ensures**

- Skills that match global industry demands, not generic international templates.
- Immediate operational impact, because training is built around real sector challenges.
- Lasting organisational capability through the adoption of performance-driven tools and behaviours.

It is the difference between training individuals and equipping an entire workforce with the capabilities to perform, adapt, and deliver at scale.



Register for the course through the QR code

Maximus Academy provides professional training designed to strengthen the capabilities of organisations working across nonprofit and social impact sectors.

Our programmes support organisations in securing funding, strengthening programme delivery, and increasing their ability to deliver sustainable impact within communities.

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Training that fits your world

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