

Tentative Programme

Module I: Resource Mobilization, Project Planning, Proposal Writing

Day One

8.30 - 1.00pm

Topic: Organizational Readiness

Attainment of sustainability is not an endeavour of a single day, but a lifelong process. But nonprofit organizations must start the process and embark on the long road towards sustainability. Some of the problems that hinder nonprofit organizations from attaining self-sustainability include the dependency syndrome, inability for organisations to effectively manage what they already have, the attitude among stakeholders that nonprofit organizations have a lot of money, inability to tap resource from the local corporate sector and lack of coordination in terms of executing projects. In this topic we will examine among other things the issue of attitude change among nonprofit organizations in the field of fundraising in Africa; understanding Organization's identity, values, culture, vision, mission, strategy; assessing Fundraising readiness.

2.30pm - 5.00pm

Topic: Principles of Resource mobilization

There is need to understand that nonprofit organizations are competing for limited donor funds with other organizations. And in today's crowded non-profit world, you are probably going to have serious competition for the limited donor funds no matter how creative you are in your fundraising effort. Many donors receive far more proposals that they can probably fund. Manos Unidas, a Catholic funding agency based in Spain, receives an average of 300 proposals in a day. Misserior receives an average of 500 proposals daily. The United States Agency for International Development (USAID) receives an average of 5000 proposals on a daily basis. The Department for International Development (DFID) of the British Government receives an average of 4000 proposals on a daily basis. Other organizations like DANIDA, FINIDA, FORD Foundation, GIZ,

JICA, CIDA and SIDA receive far more proposals from numerous organizations than they fund. With increased competition for limited donor funds, organizations and individuals need to think competitively, strategically and innovatively in order to access donor funds. Planning is essential before starting a resource mobilization effort. In this topic we shall examine the key principles of resource mobilization.

Day Two

8.30 - 1.00pm

Topic: Project Proposal Writing Skills

Without direct project funding, most Nonprofit organizations would not be able to accomplish their goals. Writing clear, thorough and targeted project proposals is therefore essential to any organization's success. Mastering the art of proposal writing requires a unified approach to project assessment, conceptualization, design, actual writing, and submission and follow up. The principal instrument with which outside funds are solicited is the proposal. A grant proposal, in its most basic form, is simply a written justification for resources requested. Proposals may vary widely in length, format, and quality; however, all proposals must contain a constant "core" of elements and characteristics. The importance of the proposal cannot be over-emphasized. All grant programmes are highly competitive. The key to success in making application is just as likely to be the quality of a proposal as the soundness of the idea, the institution's need or even the project's needs. It should be emphasized at the outset that the proposal has one, and only one, central purpose: to communicate clearly an idea or set of ideas from your institution to the funding agency. Regardless of what other assumptions one may have heard voiced, it is never the purpose of a proposal to confuse, inspire, entertain, or deceive its reader. Therefore, governing principles of proposal writing should always be the "3-Cs: Clarity, Conciseness, and Completeness." The purpose of this topic therefore is to create an understanding of project assessment, conceptualization, design, proposal writing, submission and follow up.

2.30pm - 5.00pm

Topic: Project Proposal Writing Skills - continued

Day Three

8.30 - 1.00pm

Topic: Project Proposal Writing Skills - continued

2.30pm - 5.00pm

Topic: The Nonprofit Organizations and Income generation

Nonprofit Organizations and income generation is based upon an understanding of income generation as a key component to sustainability and the nature of poverty as a social problem. Understanding these principles will aid the nonprofit Organization's worker in explaining why the charity attitude contributes to the perpetuation of poverty, and that an empowerment approach will sustain the reduction of poverty, towards its ultimate elimination.

Day Four

8.30 - 1.00pm

Topic: How to Establish partnership with the corporate sector

In the present climate of reduced donor funds, it is felt that t nonprofit organizations should take a more aggressive and creative role in local fundraising. Much of the goodwill that exists towards nonprofit organizations and their aims has not yet been fully exploited. Nonprofit organizations have not taken steps to explore the social responsibility of the corporate sector and the mutual benefits that NPOs and the private sector may derive from each. In Africa there is an active and growing private sector that NPOs should turn their attention to. Although the level of corporate support is far below what the general public, trusts and foundations and international donors give, they are an important target especially for local NPOs. This topic will examine, among other issues;

- Why Does the Corporate Sector Donate?
- What Types of Projects does the Corporate Sector Support?
- What can the corporate sector give?
- Who are the decision makers in the corporate sector?
- Donations in Kind by the Corporate Sector
- Corporate Advertising

- Corporate sponsorship
- Joint Promotions
- Examples of Corporate Social Responsibility

2.30pm - 5.00pm

Topic: Concept paper writing

Many donors have always required a concept paper be submitted for review prior to the submission of a full proposal. In recent years funders have begun to encourage the use of concept papers as a way for applicants to obtain informal feedback on their ideas and projects prior to preparing a proposal. Some of these agencies now require a concept paper be submitted as part of the formal submission process.

The purpose of a concept paper, from the funding agency's point of view, is to help applicants develop more competitive proposals and to save time by eliminating proposals that are not likely to be funded. The applicant's purpose in developing a concept paper is to capture the interest of the funding agency and demonstrate that the idea they are proposing is worthy of further consideration. This topic will examine among other things the most important elements in a concept paper.

Day Five

8.30 - 1.00pm

Topic: How to establish Endowments and trust funds

Many organizations want to have endowments. Building an endowment for your organization is one of the most important steps you can take to help assure the financial future of the cause you support. While it is not difficult to do, it does require commitment to the goal, constancy of purpose, and a disciplined execution. The strategies and techniques outlined in this topic will give some practical considerations about the prospects for successful endowment building. But much of the strategy is art rather than science. There are no absolute rules to guide the process, and each organization will find success in ways not anticipated and sometimes not planned. We will look at some of the steps involved in establishing endowments.