



# WRITING WINNING PROPOSALS

Develop convincing and attractive proposals

**15 - 23 JUNE 2021**



*Interactive, personalized  
and fun*



*Meets and exceeds the quality that  
you have come to expect*



*A diverse and truly global  
learning community*



*Adapted to meet newly emerging  
management challenges*



## Basic information

---

### DATE

**15 - 23 June 2021**

*(Detailed schedule below)*

---

### REGISTRATION BEFORE

**10 June 2021**

---

### METHODOLOGY

**Interactive Online**

---

### COURSE FEE

**975 EUR**

*(Special offers below)*

## Objectives

You have a project idea which needs funding. You want to respond to a Request for Proposal (RFP) or mobilise new resources for your organisation. You want to demonstrate your added value but are facing stiff competition. Learn how to write a proposal that stands out. We believe that writing a convincing and attractive proposal is something we all can learn.

By the end of this course, you will:

- Learn to match your unique proposal idea and added value with funders' needs
- Make sound GO / NO-GO decisions on opportunities
- Know how to bring logic and structure to your proposal and improve the writing process
- Understand the appraisal procedures and criteria that will be used to evaluate your proposal
- Practice and raise your confidence in proposal writing

**Contact us**

[mdfasia@mdf.nl](mailto:mdfasia@mdf.nl)

[www.mdf.nl](http://www.mdf.nl)





## Your profile

You are a manager or staff member working for a consultancy firm, an NGO, or government institution involved in writing project proposals, or in responding to tender services (RFPs).



## Meet your trainers



**Michelle de Rijck-Mrema** has eight years of experience in international development assistance. She was the lead trainer for three of MDF's main training courses, delivered from the Kenya office in charge of the Eastern and Southern Africa region. This included the blended biannual Monitoring Evaluation and Learning course and the Writing Winning Proposals course. She is involved in online blended learning trajectories and is familiar with facilitating learning through platforms such as Moodle, Zoom, Mural, Padlet, etc.

**Floris van Zuilekom** is experienced in developing proposals for a variety of funders and clients, and transfers these proposal writing skills during training courses, especially in an online setting. Thus far, he has developed courses and trained professionals from organisations such as ICCO, GIZ, Solidaridad, The Hunger Project, SNV, Terres des Hommes and several Universities in Asia and Africa.

## Agenda

This course is offered over a 7-day period, involving 7 live sessions which last 2 hours each. Additionally, there is a 2-hour test session before the start of the course. The course is based on a participatory, active learning approach, and combines guided virtual classroom sessions with guided self-study. The following topics will be covered in the course, which might be further adjusted to suit participants' training needs.

## Special offers

- **5% early bird** discount for payments completed by 20 April 2021
- **10% discount** for MDF alumni who have attended an MDF course in the past two years.
- **1 FREE seat** for every 6 seats booked from the same organisation.

*If you are eligible for more than 1 special offer, only the higher-value offer applies. For example, you are alumni, and you pay the course fee before 20 April 2021, in which case your total discount will be 10%.*

**REGISTER**



### Tuesday

15 June 2021

**Test day (2 hours)**

Introduction, objectives, and program overview  
Understanding the online tools that will be in use

### Wednesday

16 June 2021

**Full day**

Know your organisation  
Know your Donor  
Go/No-Go decisions

### Thursday

17 June 2021

**Half day**

Know your planning  
The writing process  
Structure your proposal content

### Friday

18 June 2021

**Half day**

Translating your project into an intervention  
using Results Chain

### Monday

21 June 2021

**Half day**

Forming partnerships  
Paragraph writing

### Tuesday

22 June 2021

**Half day**

Fundamentals of good writing  
Crafting the concept note

### Wednesday

23 June 2021

**Full day**

Know how to pitch and Appraisal of proposals  
Personal action plan, evaluation and closing

**Daily start time: 9.00 am (Central European Summer time - tentative). Please convert this time into your local time.**