



MDF

EMPOWERING PEOPLE,
CREATING IMPACT

Writing Winning Proposals

Develop convincing and attractive proposals

Online course

About the course

Are you tired of sending proposals with no response? Do you want to write funding proposals that actually get results? Join our online training course on Writing Winning Proposals and gain the skills and confidence to turn your ideas into funded projects.

Crafting a strong proposal isn't just about good ideas — it's about presenting them in a way that resonates with the donor. This practical training focuses on three key ingredients for success:

1. Understanding the donor
2. Aligning your organisation's strengths with the donor's priorities
3. Writing a proposal with clear logic and persuasive language

A winning proposal speaks the donor's language. In this online course, you'll learn how funders develop their calls or tenders — and why understanding their perspective is the first step towards success. Using a practical tool, you'll learn to analyse funding opportunities and assess whether they're a good fit for your organisation.

From there, we'll guide you through the process of matching the donor's priorities with your own objectives. This match is the foundation of a compelling proposal — and you'll get the chance to practise with tailored exercises and your own real-life cases.

But content alone isn't enough. Structure and style matter just as much. You'll discover a practical approach to organising your proposal, using proven building blocks. And once the structure is in place, we'll help you write clear, convincing paragraphs that flow naturally and speak directly to your audience.

By the end of this course, you'll have the tools and confidence to write proposals that truly stand out — and stand a far better chance of being funded.

Course Format

- 3 interactive online sessions of 2.5 hours each
- 2 hours of practical homework after each session
- Highly interactive, with direct feedback from experienced trainers

What you'll learn

- The full proposal writing process — from idea to submission
- How to understand and align with a donor's funding cycle and criteria
- Strategies to approach donors with confidence
- How to match donor priorities with your organisation's goals
- Key building blocks of a strong proposal
- How to write clear, convincing paragraphs
- Tips to improve your writing style and make your proposal stand out

By the end of the course, you will be able to

- ✓ Understand how donors define funding opportunities
- ✓ Identify the right funder for your idea or project
- ✓ Structure your proposal logically and persuasively
- ✓ Write in a clear, engaging style that convinces reviewers
- ✓ Understand how proposals are appraised by a client or donor
- ✓ Increase your chances of getting funded

Practical details

Dates & times: 4 — 11 — 18 November. From 10.00 am to 12.30 CET

Location: Online, via Zoom

Price: €775

Number of participants: Min 6 - Max 15.

Our participants come from



Your profile

You are a manager or staff member working for a consultancy firm, an NGO or a government institute, involved in writing project proposals, responding to tenders for services or to grant calls.

Terms and conditions

Read more about our cancellation policy, visa requirements and insurances on our [Frequently Asked Questions page](#).

Accreditation

Our ISO 9001:2015 certification ensures that we apply a suite of widely recognised and professionally accepted management systems that are robust and reliable.



Certificate

On completion of the training course and subject to attendance and active participation, MDF Training & Consultancy will award a certificate of completion.



About the Netherlands office

We are a training and consultancy organisation with over 40 years of experience in providing management training, advisory and evaluation services. Globally presented with ten offices on three continents, MDF offers a worldwide network of trainers and consultants. We believe in building on existing knowledge and experiences to create long-lasting effects. Our experts are involved both in training and consultancy activities to ensure they maintain a close link with day-to-day practices whilst staying up-to-date with the latest concepts. We believe this way of working keeps our experts at the forefront of emerging ideas and best practices.

Registration

Via website: <https://www.mdf.nl/courses-categories/writing-winning-proposals>
Or contact Jacqueline Stam: registration@mdf.nl

**Special offers available for our alumni and organisations.
Consult us!**

Contact your trainers:



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