PanAfrica Annex
SCHOOL OF LEADERSHIP
LEAD • INSPIRE • IMPACT

CERTIFIED RESOURCE MOBILIZATION & PROPOSAL WRITING COURSE



Live Online Sessions

Practical Case Studies

Proffessional Certification

PanAfrica Annex School of Leadership

Developing Africa's Future Leaders Through Practical Learning

Introduction

The 4-week Certified Resource Mobilization & Proposal Writing Professional (RMPW) course equips participants with practical skills in fundraising, donor mapping, proposal development, grant writing, and resource mobilization strategies. The training combines live online sessions, practical exercises, assessments, and real-world case studies to prepare participants for successful fundraising and project financing roles.

Live Sessions

Interactive online sessions delivered by experienced facilitators, focusing on practical fundraising techniques, proposal writing strategies, donor engagement, and real-world resource mobilization applications.

Self-Paced Learning

Participants receive notes, practical exercises, recordings, and assessment questions to reinforce learning and support continuous progress.

Course Completion Requirements

✓ Complete weekly assessments
✓ Participate in live sessions
✓ Submit practical assignments
✓ Complete the final practical project
✓ Fulfill registration requirements

Note: A CMEP Certificate will be awarded upon successful completion.

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WEEK 1

DAY	TOPIC	KEY LEARNING AREA
DAY 1	**Introduction to Resource Mobilization**	• Meaning and Principles of Resource Mobilization • Importance of Resource Mobilization in Organizations • Types of Financial, Human & Technical Resources • Effective Resource Mobilization Approaches
DAY 2	**Understanding Funding Landscape**	• Local and International Funding Sources • Donor Priorities and Funding Cycles • Donor Mapping and Opportunity Identification • Understanding Donor Requirements
DAY 3	**Strategic Planning for Resource Mobilization**	• Linking Resource Mobilization to Organizational Goals • Needs Assessment and Problem Identification • Stakeholder Analysis and Engagement • Developing a Resource Mobilization Strategy
Online self-assessment Quiz 1		

WEEK 2		
DAY	**TOPIC**	**KEY LEARNING AREA**
DAY 4	**Introduction to Proposal Writing**	• Purpose and Types of Proposals • Characteristics of Winning Proposals • Common Proposal Writing Mistakes • Proposal Writing Best Practices
DAY 5	**Proposal Structure and Components**	• Executive Summary and Background Information • Problem Statement and Project Justification • Developing SMART Objectives • Designing Strong Proposal Components
DAY 6	**Project Design and Planning**	• Logical Framework (Logframe) Development • Activity and Work Plan Development • Outputs, Outcomes and Impact Planning • Risk Analysis and Mitigation
Online self-assessment Quiz 2		

WEEK 3

DAY	TOPIC	KEY LEARNING AREA
DAY 7	**Budgeting for Proposals**	• Proposal Budgeting Principles • Cost Estimation and Budget Justification • Direct and Indirect Costs • Donor Compliance in Budgeting
DAY 8	**Writing Compelling Proposals**	• Persuasive and Professional Writing Techniques • Aligning Proposals with Donor Requirements • Use of Evidence, Data and Storytelling • Professional Language and Proposal Tone
DAY 9	**Monitoring and Evaluation (M&E)**	• Importance of M&E in Proposals • Indicators and Performance Measurement • Data Collection and Reporting Frameworks • Learning, Adaptation and Project Improvement
Online self-assessment Quiz 3		

WEEK 4		
DAY	**TOPIC**	**KEY LEARNING AREA**
DAY 10	**Grant Applications and Donor Engagement**	• Grant Application Processes • Concept Notes and RFP Responses • Donor Relationship Building • Effective Communication with Funders
DAY 11	**Resource Mobilization Techniques**	• Fundraising and Resource Mobilization Strategies • Partnerships and Collaborative Approaches • Corporate Social Responsibility (CSR) Funding • Digital Fundraising and Campaign Management
DAY 12	**Proposal Finalization, Submission & Professional Practice**	• Proposal Editing and Quality Assurance • Proposal Submission Guidelines and Donor Requirements • Transparency, Accountability and Ethical Practices • Post-Submission Follow-Up and Donor Engagement
Online self-assessment Quiz 4		