

TOPIC	SECTIONS
Context	Preparing for proposal writing <ul style="list-style-type: none"> · Registrations · Governance · Accountability
Proposals writing within the fundraising context	<ol style="list-style-type: none"> 1. Fundraising Strategy 2. Fundraising Process 3. Before you write
Funders: Who are they & where do we find them	<ol style="list-style-type: none"> 1. Sizes and sources of giving 2. Donor research and determining alignment 3. Engagement Fundraising
Setting up systems	Mapping Tool
What funders look for in a proposal	<ol style="list-style-type: none"> 1. Common reasons why proposal are turned down 2. Proposal dos and don'ts 3. Writing for the funder
Proposals	<ol style="list-style-type: none"> 1. Preparation work and research 2. Language and Style 3. Structure
Stewarding Funders	<ol style="list-style-type: none"> 1. Making the relationship matter 2. Saying thank you 3. Reporting
Next application	Positioning your proposal for the next ask