

Master the techniques for developing and writing strong, persuasive and successful funding proposals.



Articulate your cause in a powerful and understandable way with techniques for developing and writing strong, persuasive, successful funding proposals. A must-attend course if you are writing any type of funding applications. Includes budgets and funding plans.

Who is it for

Those new to fundraising as well as more experienced fundraisers with little or no grant writing experience.

Learning outcomes

- How to write proposals that present your organisation's work in the most compelling light.
- How to respond to donors' requirements, interests and motivations
- The basic principles of effective grant writing

Content

- Expressing your organisation's mission clearly and forcefully
- The most effective ways to present your work and describe its impact
- How to establish your organisation's credibility
- Developing a budget and a funding plan that tell the right story
- Tailoring proposals for individual donors, trusts and foundations, and corporations
- How to assemble and present your proposal
- How to avoid pitfalls
- Q & A session

Methodology

- Interactive discussions, writing exercises and group critiques

Further information

This course is run in partnership with the [Directory of Social Change](#).

Course Trainer:

Course trainer **Gill Jolly** is a psychology graduate, who has been involved in professional fundraising for over 25 years as a fundraiser, manager and trainer of fundraisers and has worked at a senior level with some of the top income-generation charities. Having many years' hands-on experience as a successful fundraiser and manager Gill also undertakes interim-management roles. Her consultancy work involves her in strategic planning, recruitment, grant negotiation/management, legacy work, donor development, implementation of fundraising strategies, and capital appeals as well as other areas relating to fundraising and getting organisations fit for funding. Gill works as a facilitator and is a regular speaker at conferences on fundraising and related topics as well as freelance trainer.

Q & A Session Panel Members:

David Crosby, Programme Manager for Methodology and Experimental Medicine, Medical Research Council

David Crosby began life as a baby, before going on to study Pharmacology at the University of Bristol. He completed a PhD in Pharmacology, involving platelet cell signalling, also at Bristol, before lecturing in Clinical Pharmacology. He left academia to work in industry, for BOC medical gases Innovation and Development department, as the Head of Clinical Information, identifying and evaluating new clinical development opportunities. He then moved on to the Medical Research Council, where he now leads a life of great contentment and high adventure, formerly looking after cardiovascular and respiratory research, and now as the programme manager responsible for MRC's portfolio and strategy in methodology research and experimental medicine, and the quantitative skills development fellowships. He is the primary point of contact between the MRC and the research community in these areas, and leads on relevant funding strategy development. He has worked with numerous funding Boards and Panels, and feels he has a fair idea of what they look for.

Francis Webster, Head of Development, Medical Aid Films

Francis joined Medical aid Films in 2013 as Head of Development. He is responsible for building partnerships and raising the funds to develop Medical Aid Films' content and support its implementation in programmes from community education to skilled health worker training. Prior to joining Medical aid Films, Francis Has a strong background in major donor and trust fundraising, working at UK health charities, Marie Curie Cancer Care and Cancer Research UK. He graduated from the University of York with a BSc in Psychology.

Nina Fentrop, Information and Training Manager, Grants management, Wellcome Trust

Nina Fentrop joined the Wellcome Trust from the public sector in 2012 where she worked for a variety of organisations in operational roles. She is responsible for the Grants Information Desk, all grant-related training and guidance and the grants management systems. Nina also has extensive project and change management experience.

Course participants are invited to send questions to put to the panel, in advance of the course, to training@rsb.org.uk .

Contact

To express an interest in this course, including if you are interested in receiving in-house training delivery at your organisation, please contact our [training officer](#).

This event has been approved by the Royal Society of Biology for purposes of CPD and can be counted as 15 CPD points.

