ELD Training

empowerment, learning, development

WELCOME - IMPORTANT INFORMATION

This document contains important information about how to work with this course, what to expect and what is expected from you.

OBJECTIVES

This course will teach you how to design a development project; and plan, draft and edit a persuasive proposal that will:

- Persuade you donors there is a problem that needs to be addressed;
- Convince them you have a solution;
- And that you have the ability to carry it out

There are three main themes in the course – Professional Writing, Project Planning and Proposal Writing.

We begin with writing skills, where we look at:

- What is Professional Writing?
- The Writing Process
- The Art of Writing Clearly
- How to Organise Ideas in Writing
- Style, Editing & Proofreading

This in itself is complete step-by-step guide to how to improve the impact of whatever you write.

However, to write a proposal, we also need to have a project plan that works. Moving onto Project Planning, we explore why many proposals fail (and why others succeed) before getting to grips with the Logical framework Approach, where you will apply the tools you learn to design your own project.

Finally, taking your project you will apply the steps of professional writing to planning, drafting and editing your own proposal. Here you will also learn how to use Mind Mapping to make sure your proposal is complete and well-organised and 'ticks all your donors' boxes' – as well as how to finish off your proposal so it has the best likelihood of success.

PROCESS

This course combines short, clear videos with practical tasks and exercises, an extended assignment, and some useful background reading material.

For each section:

1. Read the READ ME section

This outlines what is coming up and is also where you can download the slides and any templates for the exercises / tasks.

2. Watch the Video Lessons

The videos are intentionally brief and - hopefully - clear. While there is plenty of theory, the focus is on quickly enabling you to apply the skills.

3. Do the Tasks

During the videos or between lessons you may be asked to pause and do a task. Tasks vary from very short ones ('pause and think') to longer tasks and extended exercises. ALWAYS stop and do the tasks before continuing.

TIMING

As a face-to-face intensive training, typically the course takes 30 hours. However, you can work at times that suit you, as long as you complete the course within 12 months.

TESTING & CERTIFICATION

There are a number of tests during the course to get you to think carefully about what you have learned. To continue, you will need 75% in each test. You can retake a test as many times as you wish.

Your certificate will be issued automatically when all lessons are marked as complete. A lesson will only be marked as complete if you have watched at least 90% of the video.

Best of Luck!

Neil Kendrick

Course Instructor