PROJECT PLANNING & PROPOSAL WRITING

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WELCOME TO THE COURSE

- NEIL KENDRICK (UK)
- 25 YEARS' EXPERIENCE (UNIVERSITIES, BRITISH COUNCIL AND ELD SINCE 2000)
- WORKED WITH 100S OF GRASSROOTS NGOS, MANY INTERNATIONAL NGOS AS WELL AS BILATERAL AND MULTI-LATERAL DEVELOPMENT AGENCIES IN MORE THAN 20 COUNTRIES

OBJECTIVES

BE ABLE TO:

- **DESIGN A DEVELOPMENT PROJECT; AND**
- **PLAN**
- **DRAFT**
- **EDIT**

  A PERSUASIVE PROPOSAL

COURSE STAGES

1. **PROFESSIONAL WRITING**
2. **PROJECT PLANNING**
3. **PLANNING, DRAFTING & EDITING YOUR PROPOSAL**

1. PROFESSIONAL WRITING

WHAT IS PROFESSIONAL WRITING?

THE WRITING PROCESS

THE ART OF WRITING CLEARLY

HOW TO ORGANISE IDEAS IN WRITING

STYLE, EDITING & PROOFREADING

2. PROJECT PLANNING

WHY PROPOSALS FAIL (AND WHY OTHERS SUCCEED)

THE LOGICAL FRAMEWORK APPROACH FOR PROJECT PLANNING

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3. PLANNING, DRAFTING & EDITING YOUR PROPOSAL

USING MIND MAPPING TO PLAN YOUR PROPOSAL

DRAFTING, EDITING AND LAYOUT

PROCESS & TASKS

- SELF-PACED
- PRACTICAL
- AT KEY STAGES THERE WILL BE TASKS & EXERCISES
- ALWAYS STOP AND DO THESE TASKS BEFORE CONTINUING
- QUESTIONS & COMMENTS