Resource Mobilisation Training Course: Funding Sources, Donor Proposals and Partnership Pipelines

2 – 6 August 2027
Vienna

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Ref: 872_40130 **Date:** 2 – 6 August 2027 **Location:** Vienna **Fees:** 5500 GBP

Programme Summary

Resource mobilisation, from funding source mapping through donor proposals to partnership pipelines, is the subject of this one-week training course for heads of development, programme directors and planning leaders, ending in a resource mobilisation plan for one organisation. Many bodies depend on one or two funders and meet shortfalls late, without a tested route to new money. The programme moves from funding needs to funder analysis, proposal design, pipeline control and reporting, using a prepared organisation profile. Mars Training Centre UK delivers this programme on resource mobilisation to mixed-organisation cohorts.

The Business Case

Public bodies, agencies, foundations and non-profits carry programmes that outlast single grants. Leaders who know what they need to fund, which funders fit and how to keep a pipeline moving reduce the risk of sudden gaps, present stronger cases to funders and give their boards a clear view of where money will come from over the planning period.

- Funding Concentration: Falls when income is spread across several sources and tracked in one mix.
- Proposal Success Rate: Improves when proposals are matched to funder priorities before they are drafted.
- Funding Gap Lead Time: Lengthens when a pipeline shows opportunities early enough to act.

Principles and Evidence Base

- Logical Framework Approach: A method for linking objectives, outputs and indicators, applied in Session 3 to design proposals with a results chain.
- OECD DAC Evaluation Criteria: The criteria of relevance, coherence, effectiveness, efficiency, impact and sustainability, applied in Session 4 to structure results reporting to funders.
- Resource Mobilisation Cycle: A sequence of needs assessment, source mapping, approach, proposal and reporting, used in every session to place each task.

Intended Participants

- Development and partnership heads who set funding targets and approach funders.
- Programme directors who define what must be funded and report results.
- Planning and finance leaders who forecast income and judge funding risk.
- Proposal and grants managers who prepare and review submissions.

Typical settings include public agencies, development bodies, foundations, health and education programmes.

Learning Outcomes

1. Participants will be able to construct a funding mix that shows dependence on each source.
2. Participants will be able to evaluate funder fit against an organisation's priorities and capacity.
3. Participants will be able to design a proposal with a results chain and a matching budget narrative.
4. Participants will be able to prioritise pipeline opportunities by value, probability and timing.
5. Participants will be able to justify a resource mobilisation plan to a board or steering group.

Programme Structure

Day 1: Resource Mobilisation Foundations

What must be funded, and where does the money come from today?

- Funding Need Statement
- Funding Source Map
- Funding Mix Analysis
- Donor Landscape Review
- Funding Risk Register

Day 2: Funder Analysis and Positioning

Which funders fit, and how should the organisation present itself?

- Funder Fit Scorecard
- Funder Priority Profile
- Case for Support Outline
- Partnership Value Proposition
- Funder Engagement Plan

Day 3: Donor Proposal Design

How is a proposal built that a funder can approve?

- Logical Framework Matrix
- Results Chain Sheet
- Proposal Narrative Outline
- Budget Narrative Template
- Proposal Review Checklist

Day 4: Partnership Pipelines and Funder Reporting

How is a pipeline run, and how is funder trust kept after an award?

- Opportunity Pipeline Tracker
- Negotiation Brief
- Funding Agreement Review
- Donor Reporting Calendar
- Results Reporting Sheet

Day 5: Resource Mobilisation Plan for One Organisation

Do the findings join into a plan a board can approve?

- Applying the Session 1 Funding Mix Analysis
- Testing the Session 2 Funder Fit Scorecard
- Reviewing the Session 3 Proposal Narrative Outline
- Using the Session 4 Opportunity Pipeline Tracker
- Completing the Resource Mobilisation Plan

Methodology

The programme is a structured exercise built on a prepared organisation profile for two cases, one for a public agency programme and one for a non-profit service. Participants map funding, score funders, outline a proposal and track a pipeline, then defend their plan to peers acting as a board.

- Suggested activity: Calculating the share of income held by each funding source.
- Suggested activity: Scoring three funders against stated organisation priorities.
- Suggested activity: Ranking ten pipeline opportunities by value, probability and timing.

Capstone Output

Each participant completes a resource mobilisation plan for one organisation. It holds a funding mix analysis, a funder scorecard, a proposal outline with a results chain, a pipeline tracker and a reporting calendar. At work it goes to the board and becomes the working reference for approaching funders in later periods.

Frequently Asked Questions

Is resource mobilisation training suitable for managers who have not raised funds before?

Yes. Resource mobilisation is taught from funding needs upward, with a prepared profile and templates. You need responsibility for programmes, planning or partnerships, but no earlier fundraising experience.

Which methods does resource mobilisation rest on in this training?

Resource mobilisation here rests on the Logical Framework Approach, the OECD DAC evaluation criteria and a cycle of needs, source mapping, approach, proposal and reporting.

How is the plan from resource mobilisation training used at work?

You present the resource mobilisation plan to your board, use its pipeline tracker to direct effort towards funders, and keep its reporting calendar as the routine for funder updates.

How does resource mobilisation differ from a programme on project finance?

Resource mobilisation concentrates on finding, winning and keeping grants and partnership funding, while a programme on project finance concentrates on debt structures and lender risk for individual assets.