MARTABA DEVELOPMENT RESOURCE FOUNDATION

Executive Training Program on Business Development and Proposal Writing for Development Professionals

1. Introduction

In today's development environment, organizations face increasing competition for limited donor resources, while being challenged to demonstrate impact, efficiency, and sustainability. The ability to craft clear, evidence-based, and compelling proposals has therefore become a critical skill for development professionals, researchers, and public sector actors. Strong business development strategies not only open doors to funding but also enable organizations to align their initiatives with broader national and international development agendas such as the Sustainable Development Goals (SDGs), Nigeria's development plans, and donor country strategies.

Yet, many professionals and organizations struggle with transforming innovative ideas into bankable projects. They often fall short in translating community needs into well-structured proposals, navigating donor guidelines, or presenting budgets and frameworks that inspire confidence. This results in missed opportunities, underfunded programs, and reduced organizational impact.

This 5-Day Executive Training Program on Business Development and Proposal Writing has been carefully designed to bridge these gaps. It provides a comprehensive, hands-on approach that combines theory with practical exercises, ensuring participants acquire the technical know-how and confidence to design winning proposals.

The program draws on international best practices, while contextualizing lessons to reflect the realities of the African and Nigerian development landscapes. Through case studies, peer learning, and guided exercises, participants will sharpen their ability to identify opportunities, map donor landscapes, design results-driven frameworks, develop realistic budgets, and craft proposals that stand out.

Ultimately, this training is not just about writing proposals. It is about empowering development leaders to strategically position their organizations, expand their resource base, and maximize their contribution to positive change in their communities and beyond.

2. Training Objectives

By the end of the training, participants will be able to:

i. Understand the fundamentals of business development within the development sector.

ii. Identify and assess donor trends, funding opportunities, and resource mobilization strategies.
iii. Master the art and science of writing competitive, donor-compliant proposals.
iv. Develop skills in logical framework design, theory of change, and results-based proposal structuring.
v. Build competencies in budget development, work plan preparation, and risk assessment.
vi. Enhance presentation and pitching skills to maximize chances of success.
vii. Network with peers and experts across the development and public sectors.

3. Who Should Attend?

This program is carefully designed for:

- Development professionals working with NGOs, INGOs, and donor-funded projects.
- Public sector experts responsible for policy development, donor relations, and program implementation.
- Researchers and academics seeking funding for development and social research projects.
- Program managers, grant officers, and project developers looking to sharpen their proposal writing and business development skills.
- Civil society leaders and consultants engaged in fundraising and resource mobilization.

4. Course Content

1. Foundations of Business Development in the Development Sector

- Understanding business development in the nonprofit and public sectors.
- Donor landscape mapping: bilateral, multilateral, foundations, and private sector.
- Trends in development financing in Africa and beyond.
- Case study: Successful resource mobilization strategies in Nigeria.

2. Proposal Development Essentials

- Anatomy of a winning proposal.
- Understanding donor requirements, guidelines, and templates.
- Concept note development and pre-proposal processes.
- Group exercise: Deconstructing sample donor proposals.

3. Designing for Results

- Logical framework (logframe) and theory of change.
- Integrating gender, social inclusion, and sustainability in proposals.
- Risk assessment and mitigation strategies.
- Practical group activity: Drafting a logframe and results framework.

4. Budgeting and Work Plan Development

- Principles of budgeting in donor-funded projects.
- Aligning budgets with activities, objectives, and donor compliance.
- Work plan preparation and resource allocation.
- Group simulation: Developing a budget and activity plan for a project idea.

5. **Proposal Presentation and Pitching**

- Effective proposal packaging and submission strategies.
- Donor engagement and pitching techniques.
- Peer-to-peer review of draft proposals.
- Final group presentations and feedback session.
- Closing ceremony and certification.

5. **Methodology**

The instructor-led training courses are delivered using a blended learning approach and comprise presentations, guided sessions of practical exercise, web-based tutorials and group work. Our facilitators are seasoned industry experts with years of experience, working as professionals and trainers in these fields. Thus, the methodology blends executive learning approaches with practical tools for immediate application including:

i. Expert-led presentations – covering global project management frameworks.
ii. Interactive discussions – leveraging participants' experiences across sectors.
iii. Case studies – drawn from development projects in Africa, Asia, and beyond.
iv. Hands-on exercises – including project planning, risk mapping, and budgeting.
v. Role plays and simulations – to strengthen leadership, negotiation, and team-building skills.
vi. Peer-to-peer exchange – to foster networking and cross-sectoral collaboration.
vii. Resource pack – templates, checklists, and project management toolkits provided.

6. **Date and Duration of Training**

- 5 Full Days Specifically, **15th – 19th December 2025**.
- Delivery format: **Residential** (with accommodation), or **non-residential** (without accommodation).

7. **Training Location:** Yola, Adamawa State – Nigeria

8. **Course Participation Fee per person: NGN250,000.00** (***Early Bird Discount:*** **NGN200,000.00** valid until 20th November 2025)

All payments are to be made to the following account using full name and course title as purpose of the payment:

Account Name: Martaba Development Resource Foundation
Account Number: 1313510880
Bank Name: Zenith Bank

Note: Accommodation can be arranged for interested participants at a negotiated price.
Registration Closes: 30th November 2025

9. **Value Proposition – Why Choose This Training?**

This program stands out because it is practical, context-driven, and results-oriented. Here's why you should not miss it:

i. **Tailored for Development Professionals**
   a. The curriculum is specifically designed to address the realities of NGOs, INGOs, public sector agencies, and research institutions operating in Africa. It goes beyond theory to focus on real-world application.

ii. **Hands-On Learning**
   a. Each session integrates practical exercises, group simulations, and case studies that allow participants to immediately apply what they learn. By the end of the program, you will have developed a draft proposal ready for refinement and use.

iii. **Expert Facilitation**
   a. Facilitators are seasoned development practitioners with proven track records in business development, donor engagement, and successful proposal writing across Africa and globally.

iv. **Networking Opportunities**
   a. Engage with like-minded professionals, researchers, and public sector experts. Build a network that extends beyond the training, opening doors for collaboration and partnership opportunities.

v. **Comprehensive Resource Materials**
   a. Participants will receive templates, toolkits, and reference materials that can be used long after the training to support organizational growth and fundraising efforts.

vi. **Certification & Recognition**
   a. Gain a certificate of participation endorsed by Martaba Development Resource Foundation (MDRF) and Centre for Distance Learning of Modibbo Adama University (MAU), Yola, enhancing your professional profile and credibility in the development space.

vii. **Strategic Location**
   a. Held in Yola, Adamawa State – a hub of innovation and resilience in Nigeria – the training provides a serene yet dynamic environment for learning and reflection.

Invest in your professional growth. Strengthen your capacity. Unlock more opportunities. Join us in Yola for this transformative executive training experience!

Contact & Registration

Register by completing registration form on "Register Now" button under the Training Menu on our website (Note Payment confirms registration)

For inquiries and registration, contact:

Email: info@mdrfng.org.ng

Phone: +2347070078980, +2347010080900

Website: www.mdrfng.org.ng