



writing winning proposals

Learn to write an irresistible proposal



writing winning proposals

Duration: 4 weeks online eLearning / 2 days training facilitated online or in persons

A professional, compelling proposal is all that stands between you and the financial support your project needs to make a real impact. Businesses, NGOs, journalists all need these skills to communicate both internally and with external stakeholders. Join media legend and renowned impact communicator Paula Fray and learn how to write a winning proposal that your donors and funders won't be able to turn down.

OUTCOMES AND GOALS

- Planning the proposed project
- Defining deliverables
- Assessing the resources required your project
- Including indicators for success
- Making your proposal stand out
- Using appropriate language
- Identifying and addressing weaknesses for submission
- Ensuring administrative compliance
- Applying a proposal template (provided in the training)

COURSE DESCRIPTION:

Even the greatest, most innovative projects won't get far without support and funding. At fraycollege we know you're working hard to make a real-world impact through the work that you and your organisation do. We want to help you showcase that work and write proposals that will get donors, funders and investors as excited about your projects as you are.

Whether you're seeking funding to write stories, do research or implement projects, our course will help you communicate your ideas and foster stakeholder support. To do this, however, we know you will need much more than just clean grammar and a good report structure.

To write a winning proposal you will need to present a strong first impression and a compelling argument that convinces stakeholders that your proposed project will contribute to the greater good and serve to further their goals and objectives.

This means understanding the current context and situation, defining the problem in terms that your funders can relate to, and articulating how and why your solution will contribute to real change. It also entails showing that your implementation will compliment the programme needs, and must highlight your commitment to monitoring and evaluation to ensure project sustainability. And all this must be done within budget!

Whether you are a non-government organisation, a faith-based group, a researcher or a journalist, our fraycollege training will ensure that your proposal shines above the rest. We will help you with donor identification, risk management, innovation and project sustainability, as well as practical writing solutions to make your proposal irresistible to your target audiences.

If you are serious about outreach for financial sustainability, then this course is for you.

Our course activities will guide you in writing your own comprehensive proposal, complete with a budget, deliverables and monitoring and evaluation measures. You will have access to instructional videos, templates, resources, interactive activities and quizzes to test your new-found knowledge.

*** This course is aligned to Unit Standard 115081 Write technical text within a specific field, which will earn you 10 credits should you choose the accredited option. You will receive a statement of results for this from the Media, Information and Communication Technologies Sector Education and Training Authority (MICT Seta).*

media courses

Master key media concepts and gain in-depth knowledge that will help you keep pace with the latest trends and new technologies

LEADERSHIP

- Media Management

FUNDAMENTALS

- Presenting Story Ideas
- Research for Journalists
- Mastering the Press Code
- Writing for Journalists
- Social media for journalists

WRITING

- Writing Winning Proposals
- Column Writing

REPORTING

- Court Reporting (South Africa)
- Specialist reporting

LAW AND ETHICS

- Introduction to Media Law
- Online Ethics for Journalists

AUDIO AND VISUAL

- The Ultimate Radio Sales Course
- Introduction to Podcasting



CUSTOMISED COURSE PROGRAMS

We know your organisation is unique, and that means your training should be too! At fraycollege we will work closely with you to customise training programmes, offering you tailor-made interventions that meet your personal and organisational learning needs.



SETA FUNDING FOR YOU OR YOUR TEAM

fraycollege deals with five Sector Education and Training Authorities (Setas) and can assist you in obtaining funding for your leadership and communication training programmes.



GROUP DISCOUNTS ON SELECTED COURSES

Take advantage of our special group rates and discounts when you book three or more spots on a course and ensure that your entire team reaps the benefit of our world-class fraycollege training programmes.

about **fray**college

fraycollege provides short courses and qualifications in journalism, as well as communication training to all sectors and industries across the African continent and beyond. Over the past 14 years, we have refined our programmes to ensure our learners gain theoretical knowledge and practical skills in line with national, regional and international best practice.

Our **fray**college facilitators are qualified industry experts with a passion for learning, training and information sharing. The college operates under pan-African impact communication firm **frayintermedia**, which boasts media specialists and a newsroom that produces traditional and new media content.

Our dynamic training courses are offered both online and in person, based on the latest learning trends and developments within the South African and international training sphere. The **fray**college trainers and facilitators have worked with groups and individuals for more than a decade across 31 African and Middle Eastern countries, training participants in journalism, communication and social media skills in line with the latest global trends and standards.

our team



Paula Fray

CEO

Paula Fray has worked in media for more than three decades as a journalist, editor, trainer, and media manager. Paula was the first female editor of the Saturday Star newspaper in South Africa. She is currently the managing director of the pan-African media training organisation **frayintermedia**, which she founded in 2005. The organisation has trained journalists, media leaders, civil society organisations, government officials and corporate leaders during its decade-long existence.

She is President of The New Humanitarian news agency, a board member of Africa Check and of Accountability Lab SA. She is a Print and Digital Media SA fellow and a public representative on the Press Council of South Africa.

Paula graduated with a BJourn degree from Rhodes University and has a Woman and Law Certificate from UNISA. A recipient of the prestigious Nieman Fellowship at Harvard University, she is a former member of the Nieman Foundation Advisory Board at Harvard.

Dr Sandra Roberts

Academic Head



Dr Roberts heads **fraycollege**. She has worked in media development for over 18 years and was lead developer of the learning materials and contributed to the EISA of the new Journalism Certificate. Dr Roberts specialises in the development and application of practical journalism and communications training.

Most recently she was research and academic head of **frayintermedia**, before which she was the Centre Manager of the Centre of Excellence in Human Development at the University of the Witwatersrand. She was previously the Writing Unit Manager of the Institute for the Advancement of Journalism and the Head of Research of Media Monitoring Africa. Dr Roberts has her degree in Information Science, her honours and Masters (cum laude) in Sociology and her D Litt et. Phil in Sociology.

our clients



CAXTON



OLDMUTUAL



fraycollege has been an excellent sounding board for Media24 in terms of strategy, the approach we should be taking in terms of learning and development. They have become a true business partner as they understand our organisation and its needs so well

Adam Cooke
Head: Media24 Academy
Media 24

fraycollege, has provided Soul City with training for story writing, column and formal report writing as well as web and online skills. They have provided these high-quality services timeously and at an effective cost.

Phinah Kodisang
Chief Executive Officer
Soul City

fraycollege is a professional and efficient organisation and we recommend their services, we have been more than happy with the service we've received

Kate Skinner
Executive Director
SANEF

fraycollege
of Communications



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