

**MzN**  
International



AI & Proposal writing, funding support, and more

# About us

- ✓ We help NGOs to be better funded, operate better and deploy smarter strategies
- ✓ A social enterprise with many services subsidised. Training is already free for partners.



**Toni-Ann Robinson**  
Consultant



**Jonathan Clarke**  
Thought Leadership Coordinator





THANK YOU FOR YOUR INTEREST IN  
**MzN's Funding Support**

MzN supports NGOs globally to secure more funding in order to increase impact and better achieve the SDGs. We do this by enabling fast, efficient, and individually tailored access to funding opportunities and supporting bid writing.



**How we start**

We learn about your organisation, how you operate, what your work is all about, your funding experience thus far and what your organisation's ambitions are.

**How we secure more funding together:**

**1. Identifying opportunities**

... funding opportunities, identifying new donors and understanding the funding ... financial success of your organisation. But they also ... the latest ... the best opportunities for ...

A **big thank you** to all the NGOs we work with in a

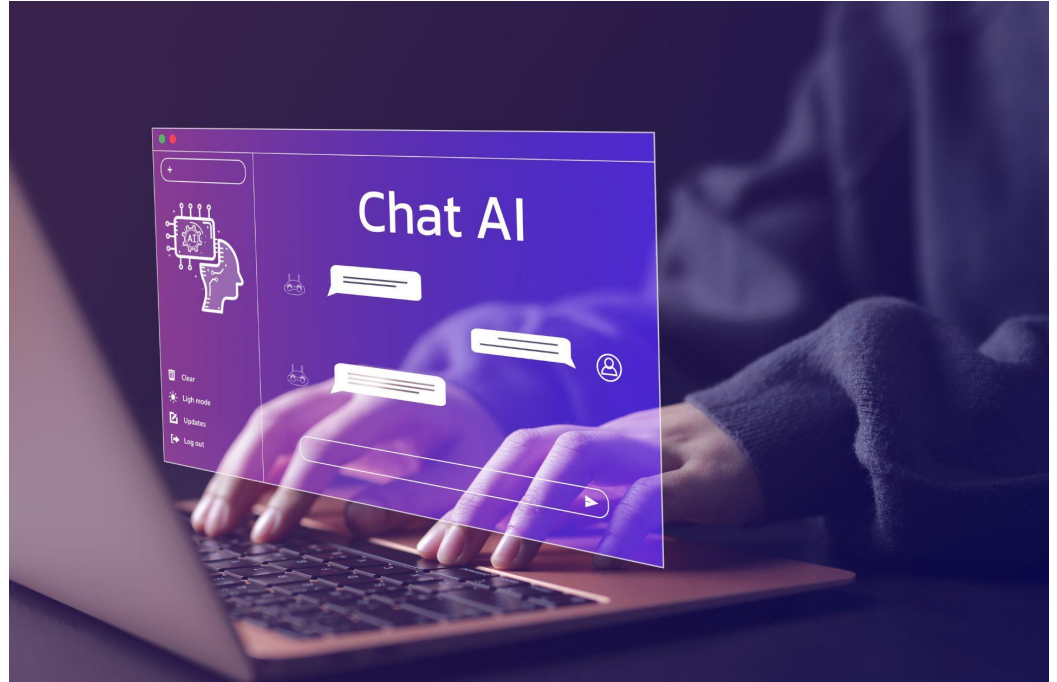
## **Funding Partnership**

We work together to

- boost monthly funding intelligence,
- provide proposal development support, and
- strategic advice to NGO

# Talking points

1. Practical uses
2. A warning
3. Look into the future
4. Adapt or perish?



# Some of the tools we use



**ChatGPT**



**Fundwriter.ai**



**consensus**



**Gemini**



**better proposals**

# Where it works!



1. **Track record:** Upload past project reports to generate track record summaries.

Please summarise the enclosed Project report to be used as a success track record in a proposal using a factual tone and highlighting three key achievements of the project in bullet-point format.

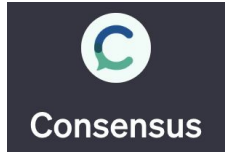


# Where it works!



## 2. Scientific referencing:

Summarise the state of scientific research on a particular topic with references.



assess the economic ramifications of adhering to the Paris Agreement's objectives, including efforts towards a 1.5°C warming limit and the implications for global and regional economies:

- (Frieler et al., 2016)
- (Kahn, 2016)
- (Sun et al., 2021)
- [(Vandyck et al., 2016)](<https://consensus.app/papers/stocktake-paris-pledges-implications-energy-systems-vandy>) ●



You

Write the introduction of a paper on the effects of climate change on GDP using citations since 2015 only referring to the COP conferences since then in no more than 200 words.

# Where it works!



## 3. Does this actually answer the question?

Upload the TORs / RFP with your drafted answer to check if you truly answered the question / what you might have missed?



Does my draft wording below answer all aspects of the the question uploaded in the PDF or are there any aspect that I did not answer yet?





# Where it works!



## 4. Translate and reformulate:

Improve readability and ensure a consistent tone by redrafting content received from non-native speakers

 Without adding any other content from any other sources, please reformulate and summarise this into professional language, British English, no more than 2000 words.



# AI will get better over time. Today, it is performing increasingly better.

1. Generate a list of donors for a specific location (GOOD)
2. Create a first list of thematically interested donors (OK)
3. Generate a summary from a previous proposal to recycle (EXCELLENT)
4. Summarise a budget in narrative (VERY GOOD)

1. Understand and apply the rules & regulations of a donor (VERY WEAK)
2. Write a convincing value for money section (WEAK)
3. Prioritise important key facts (OK)

# A look into the future

Sam Altman, CEO of OpenAI: No specific forecast on what AI can do in two years beyond "everything better".

**Developing with  
terrifying speed  
and low visibility**



# There are major risks!



1. AI cannot differentiate between important and unimportant facts. But it sounds convincing. Users without relevant information & subject knowledge are easily fooled into thinking that content is correct and relevant.
2. AI fabricates information!
3. AI accelerates human bias!
4. AI is not confidential!
5. AI does not reflect your values, is not particularly good creating inclusive language.

**“It might become intelligent one day, but that does not mean it has a conscience.  
Would you trust an amoral colleague?”**

Christian Meyer zu Natrup,  
Davos 2024 Panel

# AI can boost locally led-development If we let it.



AI tools can fundamentally change the way we structure our organisations and work-processes to achieve locally led-development.

Several MzN NGO Partners now restructure **from INGO model towards a platform and service support function** to drive locally led-development.

AI can assist at several points in the workflow.

# Adapt or perish?

## Restructure for localisation

An MzN NGO Partner (US HQ) is investing into back office capacity (HR, Finance, Research, Innovation, Networking, Communication) to have most, if not all, implementation work be done by local partners.

The business model change incorporates the use of language models from the ground up (Including in innovation, knowledge creation, business development)

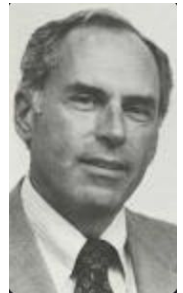
## AI supported proposal co-creation

An MzN IGO partner (East Africa based) uses AI in and after co-creation workshops to have local implementing leaders create, write and develop impact metrics, assisted and controlled by AI.

**Let's think about this right:**

**"We tend to overestimate potential in the short-term and underestimate it in the long-term."**

Roy Amara's Law





ANY QUESTIONS?

**MzN**  
International



# BRAND NEW Online Training Courses



## Write Winning Proposals

In this course you will learn how to write, manage, and negotiate a winning proposal. You will improve your proposal writing skills through exercises on real proposals, case-studies from the world's leading donors and learn together in small groups.

This course is tailored to empower NGOs like yours with the following skills: crafting winning proposals, mastering proposal management and budgeting, negotiating to secure grants and donor contracts, engaging in real-world exercises and case studies and collaborating effectively in small groups.



## Sustainable Income for NGOs

This course covers all key principles of sustaining funding for non-profit organizations. You will explore the appropriateness of various income sources for different organizational needs, and learn to strategically set targets to achieve a well-balanced income portfolio. You will discover strategies for covering administrative costs, mix income streams, effectively find unrestricted funding, and build sustained financial success by engaging stakeholders differently.

<https://mzninternational.com/mzn-training/online-training/>

# In-Person Training Courses



## Write Winning Proposals

In this course you will learn how to write, manage and negotiate a winning proposal. You will improve your proposal writing skills through exercises on real proposals, case-studies from the world's leading donors and learn together in small groups.



## NGO Funding & Reserves Course

Successful NGOs need the right funding mix to create impact and build a better world. But with donor funds severely restricted, and constantly changing priorities and demands, the key question is how can we build a financially sustainable NGO?



## Mastering Project Budgets

The budget is the most frequent reason why proposals fail to win funds. And many projects are limiting their impact due to budget management issues. Let's fix that!

<https://mzninternational.com/mzn-training/training-courses/>

# We believe that doing good can be done better.



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**We are a social consultancy firm whose only priority is to help those who want to do good, better.**

We help non-profit organisations secure more funding, drive innovation and develop smarter strategies. Partnering with over 200 NGOs and IGOs, we are a recognised leader in building efficient, agile non-profit organisations.

New blog, podcast and upcoming events [www.mzninternational.com](http://www.mzninternational.com) or email: [hello@mzninternational.com](mailto:hello@mzninternational.com)

Upcoming webinars: [mzninternational.com/mzn-events/#webinars](https://mzninternational.com/mzn-events/#webinars)

**MzN**  
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LIVE WEBINAR

2025

Speakers

**Christian**  
Managing Director

**Toni Ann**  
Consultant

**Betigül**  
Analyst

**Kat**  
USAID Funding Specialist

# 10 Tips to Improve Your Proposal Budget

*In this webinar, we will take an in-depth look at common mistakes, how to avoid them and what donors expect to see in a budget.*

00000 Date  
30th April 2025

🕒 Time  
13:00- 14:00 CET

[Register Here](#)

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**Thank you for listening.**

