



STRENGTHEN PROPOSAL WRITING, FUNDING PIPELINES & PROGRAM PERFORMANCE

www.mzninternational.com





Do Good. Better!

AGENDA

What we will cover today.

- 01** — Welcome & Speaker Introductions
- 02** — The FOMO Moment: NGOs & the AI Opportunity
- 03** — AI Adoption. Where Nonprofits Stand Today
- 04** — Introducing GrantWire: Smart Funding Discovery
- 05** — AI for Proposal Writing in Practice
- 06** — The MzN AI Proposal Course & Incubator
- 07** — Interactive Q&A

ABOUT MzN

We build better non-profit organisations.

We secure funds, develop smarter strategies, and build higher-performing organisations. A social enterprise with many services subsidised partnering with over 500 NGOs worldwide since 2011.

500+

NGO partners
since 2011

40+

Countries
served

15+

Years of
expertise

WHAT WE DO



Funding Strategy

Donor intelligence & pipeline design



Proposal Writing

Hands-on support that wins grants



Training Academy

Courses on innovative finance, AI & more



Organisational Dev

Build higher-performing NGOs

PART 01

THE FOMO MOMENT.

NGOs, the AI opportunity, and why standing still is the real risk.

Christian Meyer zu Natrup • Managing Director, MzN International

THE NUMBER THAT SHOULD KEEP YOU UP AT NIGHT

Your peers already use AI. Most are not using it well.

92%

of nonprofits already
use AI in some capacity

7%

see major strategic
impact from it

THE GAP

Researchers call it the "efficiency plateau" high adoption, low transformation.

65% describe their AI use as reactive and ad hoc.

Only 4% have documented, repeatable AI workflows.

Source: The 2026 Nonprofit AI Adoption Report - Virtuous & Fundraising.AI (n=346)

WHY THE WINDOW IS OPEN NOW

Donors, tools, and evidence have converged. Act now or chase.



67%

of online donors say nonprofits should use AI for marketing, fundraising, and admin



70%

of nonprofits believe AI will reduce workload and improve communications



30%

of high-value donors are MORE likely to support nonprofits using AI



20–30%

donation uplift for nonprofits using AI-driven outreach & predictive analytics

Larger NGOs are adopting AI at nearly 2x the rate of smaller ones (66% vs 34%). The capability gap is forming now don't fall on the wrong side of it.

Sources: Nonprofit Tech for Good 2026 • State of AI in Nonprofits 2025 • Give.org Donor Trust Report • Sigma Forces 2025 AI Impact Report

THE GRANT WRITING REALITY

High effort. Low win rates. AI changes the math.

WITHOUT AI

The old normal

15–20 hrs

per foundation grant application

100+ hrs

per federal/institutional proposal

~10%

average grant success rate

2 weeks

typical time to write & submit

WITH AI

The new possible

71%

of nonprofits now finish proposals in <1 week using AI

-75%

drafting time cut (40 hrs → 10 hrs in research cases)

30%

reduction in overall proposal effort with AI tools

400%

donation conversion uplift with AI (American Cancer Society)

Sources: Instrumentl Grant Writing AI Report 2025 • Orr Group 2025 • Lohfeld Consulting • Sigma Forces 2025

WHAT'S AT STAKE IF YOU WAIT

The capability gap is compounding every quarter.



Shrinking public funding

OECD projects 9-18% ODA decline from major donors; USAID gone; UK aid slashed. Fewer grants, fiercer competition.



The time squeeze

Foundation grants take 15–20 hours. Federal grants 100+. AI users apply to 2× more opportunities in the same time.



Donor expectations

67% of donors want nonprofits using AI. 30% of high-value donors are more likely to give to AI-enabled organisations.



The readiness divide

Only 4% of nonprofits have repeatable AI workflows. Organisations that build systems this year will define 2027.

The question is not whether to adopt AI. It's how fast you build the systems to make it count.

PART 02

GRANTWIRE.

SMARTER FUNDING DISCOVERY.

Finding the right grants is getting tougher. Let us help you simplify the process.

Toni-Ann Robinson Bek • Consultant, MzN International

THE PROBLEM WITH FUNDING DISCOVERY

Most NGOs spend weeks finding funding opportunities.

TODAY

Searching blind.

- ✗ 86,000+ grantmaking entities globally, impossible to scan manually
- ✗ Weeks wasted combing outdated lists, spreadsheets, and old emails
- ✗ Applications sent to donors whose priorities don't match your mission
- ✗ Deadlines missed because no one is tracking them systematically
- ✗ Small teams competing without the intelligence larger NGOs pay for

THE ANSWER

GrantWire by MzN.

Discover and match with funding opportunities tailored to your NGO filtered by sector, region, and donor.

-  Filter by what matters to you
-  Region-specific opportunities
-  Donor profiles & priorities
-  Weeks of research → minutes

Log in or sign up at grantwire.org/login

HOW GRANTWIRE WORKS

Three steps from signup to your first curated match.

01



Tell us your profile

Sector, region, organisation size, mission focus. Takes around 10 minutes.



02



We match you

GrantWire filters thousands of opportunities down to the ones that fit you.



03



You act on them

Curated opportunities, deadlines, eligibility — everything in one dashboard.

BUILT FOR



Small & mid-sized NGOs without dedicated research teams



Programme leads who need pipelines, not one-off searches



Consultants & networks who track funding for multiple partners

PART 03

AI FOR PROPOSAL WRITING.

The practical how plus our flagship course and the new MzN Incubator.

Nicole Jennings • Training Manager, MzN International

WHERE AI ACTUALLY WINS IN PROPOSAL WRITING

Six stages where AI compounds your team's output ,without losing the human voice.

01



Opportunity discovery

AI scans funder databases and past awards to surface the highest-fit prospects — in seconds, not days.

02



RFP Analysis

Auto-extract requirements, scoring criteria, and compliance checkpoints so nothing gets missed.

03



Structured first drafts

Needs statement, theory of change, logframe, budget narrative — AI gives you a strong skeleton.

04



Funder personalisation

Tailor language to a donor's priorities, equity focus, and scoring rubric in minutes.

05



Consistency & QA

Check internal contradictions in numbers, reconcile sections, catch voice drift across authors.

06



Reviewer simulation

Get structured, panel-style feedback on your draft before submission.

The hybrid rule: AI drafts → humans contextualise → AI polishes → humans approve.

Build an AI-augmented proposal workflow your team can actually use.

FLAGSHIP COURSE

AI-Powered Proposal Writing for NGOs

FORMAT

Live online cohort + self-paced e-learning

DURATION

5 weeks of facilitated learning

FOR

Fundraising & programme teams at NGOs

WHAT YOU'LL LEARN

A practical, funder-aware workflow with AI woven in.

Module 1

Donor & funding types

Grants, DFIs, foundations, corporates — who funds what, and why.

Module 2

Donor scoping & go/no-go

Map and score opportunities; decide fast what's worth pursuing.

Module 3

Competitive proposals

Logframes, theory of change, narrative, and budget that win.

Module 4

Strategic budgeting

Build credible budgets aligned to donor scoring and compliance.

Module 5

Practical AI tools

Prompts for needs statements, logframes, budget narratives & M&E.

Module 6

Live sessions + mentoring

4 interactive sessions, donor case studies, peer WhatsApp group.

Rethink how your organisation mobilises resources.

LEARNING JOURNEY

Innovative Finance for NGOs

FORMAT Online webinar series (live + recordings)

DURATION 5 sessions

FOR NGO leaders, finance, programme & fundraising teams

THE 5-PART WEBINAR SERIES

From traditional grants to blended finance a practical path.

01

Introduction to Innovative Finance

Core concepts: impact finance, innovative finance, and blended finance.

02

Mechanisms & Instruments

Impact bonds, concessional loans, guarantees — what they are and when to use them.

03

Building Blended Finance Partnerships

How donors, DFIs, investors and NGOs work together in practice.

04

Applying Innovative Finance in NGOs

A decision-making tool to identify the right strategy for your programmes.

05

Ask Me Anything (AMA)

Live Q&A with MzN & Human Planet experts on your specific context.

Q & A

Drop your questions in the Q&A, and we'll work through as many as we can together.

THANK YOU FOR LISTENING.

Your next three steps:



Sign up for GrantWire

01

grantwire.org/login



**Join our Proposal
Writing course**

02

Next cohort enrolling now



Join our Webinar Series

03

8–12 NGOs per cohort

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