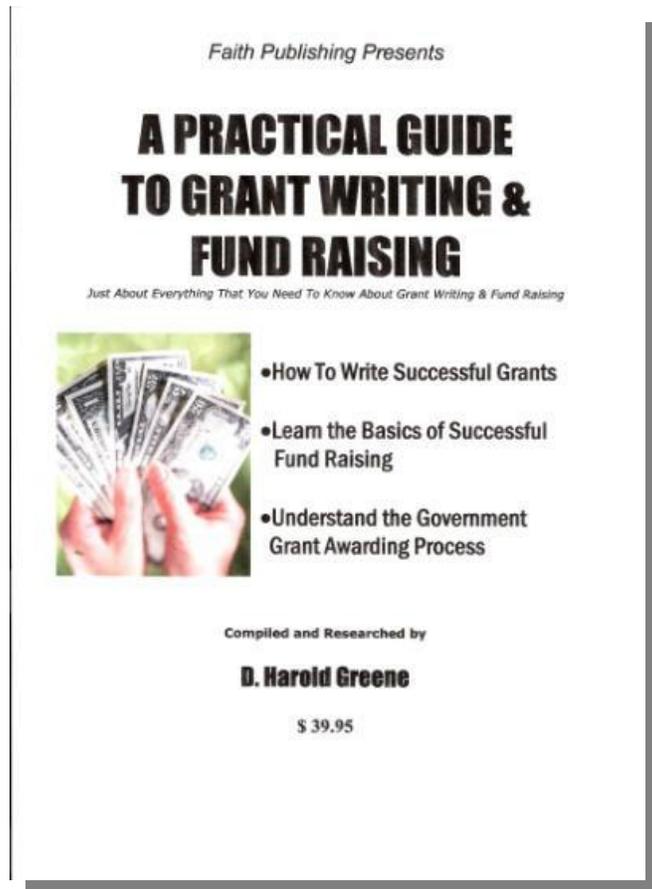


GRANT ALERT !

* Six Tips on How to Win a Grant *



Thank you for requesting our e-information. This FREE information is from our workshop manual, "A Practical Guide to Grant Writing and Fundraising" by D. Harold Greene (Faith Publishing, 2009).

For additional information and to order the full manual, call (910) 679-4319. The book information is at the end of this e-information.

Thousands of private and public programs disburse billions of grant dollars every year. Here are some pointers on how to best present your organization's case to receive some of this revenue.

1. Who are They? Where are They?

o Foundations:

There are more than 43,000 private foundations in the US that award more than \$24 billion each year. How can you find them? Start by looking at www.fdncenter.org and www.cof.org.

Click here to check out Union Bank's Foundation Guidelines.

o Corporations: Large businesses award more than \$10 billion a year.

o Government: Unfortunately, there is no single source of information about all government grants — but you can start with the Catalog of Federal Domestic Assistance, available at www.gsa.gov.

2. Getting the Goods.

You don't just call up a foundation and ask for a check. There are at least three important steps to getting grant money:

o Identify potential grant makers who might support your project.

o Contact key people who can help you plan your proposal.

o Craft a well-reasoned proposal.

Remember, grant makers are concerned about social problems — so much so that they invest their money to address these issues.

That is the key to writing a successful grant proposal: those with the money are not just a source of funds — they have their own agendas.

A good proposal reflects the priorities of the sponsor, so the writer must understand the sponsor's views and concerns.

3. Understanding Foundations.

Foundations are often founded by wealthy individuals to advance the causes they personally find important. The key is to make a convincing case that your organization will further that cause.

o Foundations rarely fund an organization's operating costs [staff, administration, and other expenses]. They instead generally pay for specific programs and services.

o Before approaching a foundation, make sure the foundation does not aid only certain groups, causes, or even geographic areas that don't include your organization.

o Foundation grant money customarily comes earmarked for certain purposes; people (age or racial groups); or a particular process or specific project with a clear goal. Many foundations expect a clear record of how their money was spent, as well.

4. Understanding Corporate Giving.

Corporations make tax-deductible donations to many causes. Think of their actions as "profitable philanthropy" — and craft your pitch to them accordingly.

o Your proposal should describe a project that will benefit the corporation as well as a certain group or even society as a whole.

Be clear about the benefits the corporation is "buying" with the grant money, even if it's just a better community reputation or corporate image. For example, not-for-profit projects could provide corporations with:

- A new prospective labor pool.
- Personnel training.
- Happier or healthier employees.
- Lower costs.
- Research for better products.
- Better business conditions (such as improved local transportation).

o Most corporations do their planning for the following year in the fall — and so that is the best time to ensure your proposal is in their hands.

o Corporations are in business to make money, and can't give away what they don't have. To avoid wasting time, look for companies showing a profit.

5. Writing a Grant Proposal

Public grants can require lengthy proposals — up to 100 pages. Private grants usually are much more brief — less than a dozen pages.

o Your proposal must first establish your qualifications, credibility and the significance of your idea. For private grants, this can be the bulk of your work.

o The proposal must state the problem you will solve — and that the problem is clearly part of the grant sponsor's agenda.

This section also shows you have researched the problem and stresses that you have developed a unique possible solution. Remember, the sponsor is in effect buying your objectives, and signing on to your goal. Your goal must be specific; the changes you will affect must be clear, immediate, measurable, practical, and positive.

6. General Writing Tips:

Edit thoroughly.

Use heads and subheads for structure, graphic appeal, and clarity.

Use bold type for emphasis instead of underlining, italics, or all caps.

Edit again.

o Appearances count. Just as your clothes make an impression in a meeting, so can the look of your proposal sway the reviewer.

Keep it neat and professional — but don't go overboard with fancy packaging.

You can, however, subtly emulate the design characteristics of the sponsor's own material to make your work seem more familiar.

7. Submitting a Grant Proposal

Look for sponsors who share your organization's views and agendas. Clarify these shared values by reviewing the sponsor's grant guidelines, and, more tellingly, a list of organizations that have won a grant in the past.

o Previous winners are resources.

Contact someone at an organization that received a grant from the sponsor, saying simply that you want to learn more about the funding source. Questions to ask include:

- How much contact did they have with you?
- Who in the organization was helpful?
- Can any advocate outside the organization help secure a grant?
- Does the sponsor have priorities that are different than the publicized ones?
- Did you personally visit the sponsor?
- Is there anything you would do differently?

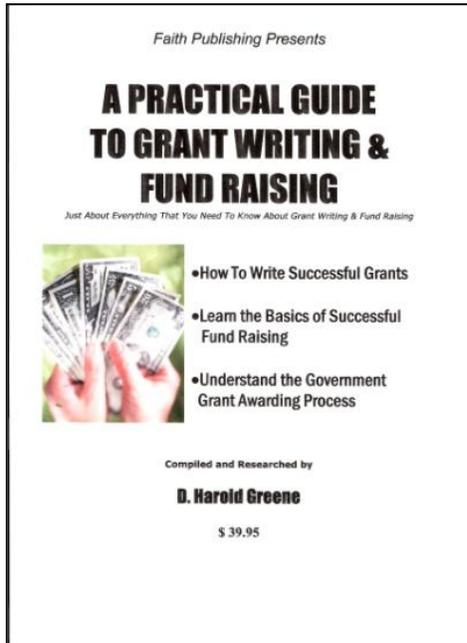
o Get inside information.

Grant proposals are first read by in-house reviewers who critique and score a proposal before sending it along for further consideration.

You can call someone who had been a reviewer for the grant program to learn the particulars of its review process. Questions to ask include:

- How much time do they spend reviewing each proposal? (This can tell you how long and detailed yours should be.)
- How are they scored?
- Are there certain things the reviewers are told to look for?
- What were the most common mistakes they see?

SPECIAL OFFER!



A Practical Guide to Grant Writing & Fund Raising eManual,

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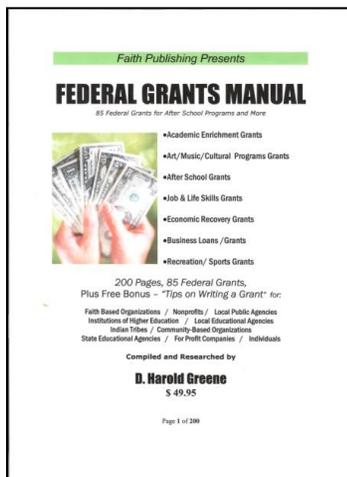
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