



Baring Your Soul in a Proposal

Developing, Writing & Managing
the Process for Great Grant
Applications and Proposals

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Introduction

- This is a process
- Do really good fundraising
- Sources to explore
- Great proposals
- Steps to continuing success

Know Thyself

- Laying the Foundation
 - Organizational preparation
- Fund Development & Business Plans
- Understand Relationships
 - What donor-investors want
- Roles & Responsibilities
 - Staff, Board, Volunteers, Donors



Why You Need The Money

- To Deliver Your Mission
 - Facilities & equipment
 - Operating costs
 - Strengthen endowment
- Where It Will Come From
 - Governments
 - Fundraising
 - Earned revenue
 - Other sources



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Investments You Can Accept

- Gifts
- Sponsorships
- Grants
- Purchases

- Designated
- Undesignated



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Case for Support Exercise

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Finding Funders & Donors

- Who gives the money
- Types of funders
 - Foundations
 - Governments
 - Companies
 - Groups
 - Individuals



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Fun With Dick And Jane

- Suspects, prospects, donors
- Tools
 - Prospect Funnel
 - Gift Standards
 - Research
- Sources



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Prospecting Exercise

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Know Your Funder

- Their Objectives
- Your Solution
- Cultivation
- Asking
- Proposal Types
- Responding



Ready, Set, Go

- Assign the work
- Get organized
- Answer key questions
- Write key statements
- Proof read & review



Anatomy Of A Proposal

- Contents
- Summary & Ask
- Critical Situation
- Response
- Impacts
- Evaluation
- Attachments



What Could Possibly Go Wrong?

- Pitfalls
- Why proposals are rejected
- What you do next



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The End Of The Beginning

- The donor cycle
- Managing relationships



Questions?

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