

MAKING FRIENDS WITH FUNDERS:

*What Grantmakers Want
Every Grantseeker to Know –
BEFORE You Submit a Proposal!*



PRESENTED BY

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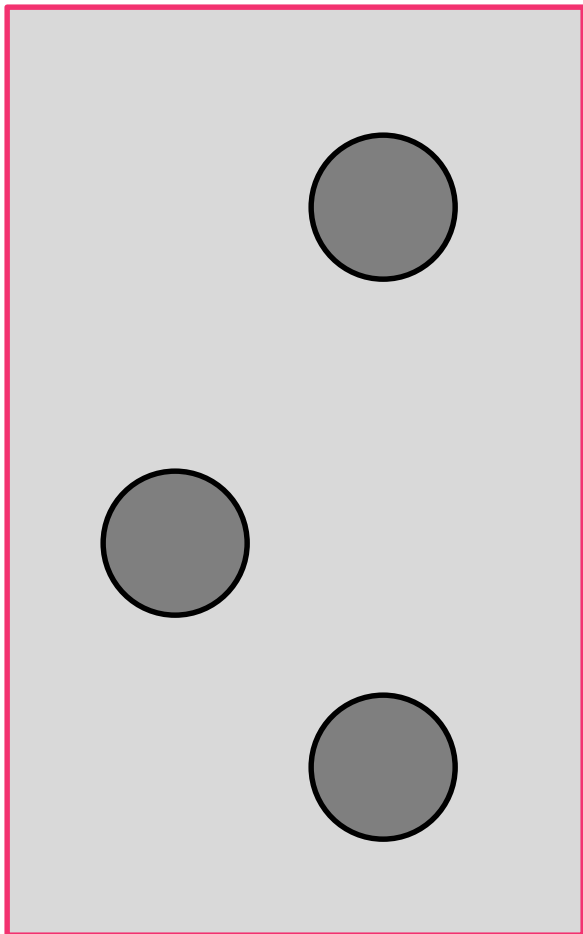
GET MORE GREAT GRANTS TRAINING – AND JOIN THE COMMUNITY (IT'S FREE!) AT
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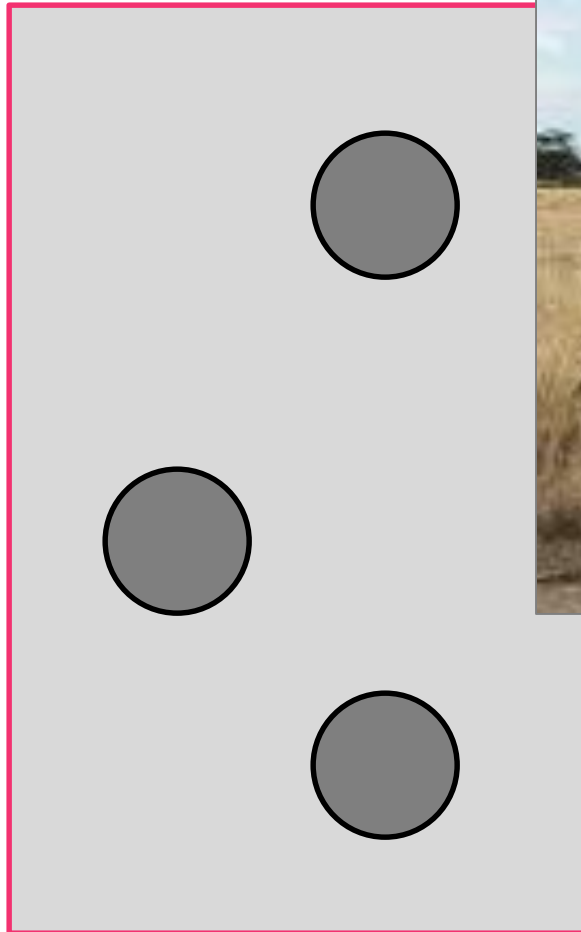
PERSPECTIVE ... is everything

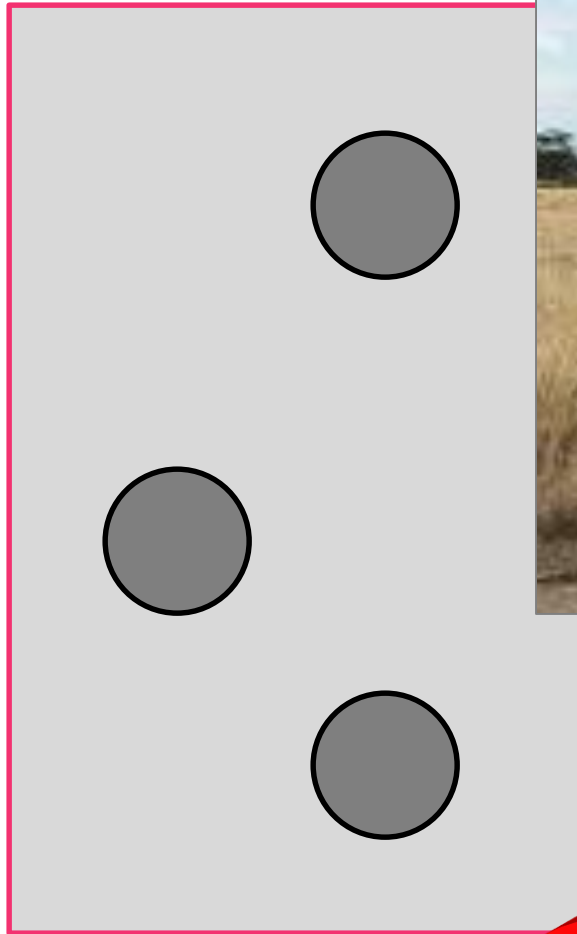
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This is truth

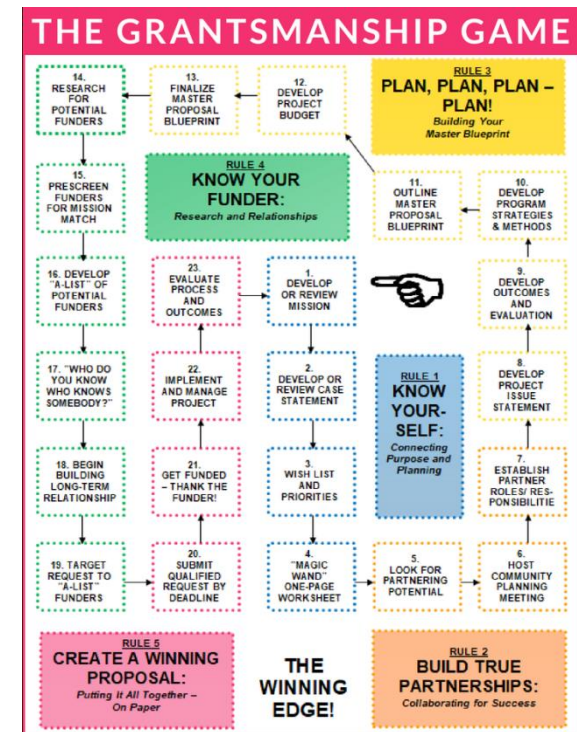






The Grantsmanship Game: Playing to Win

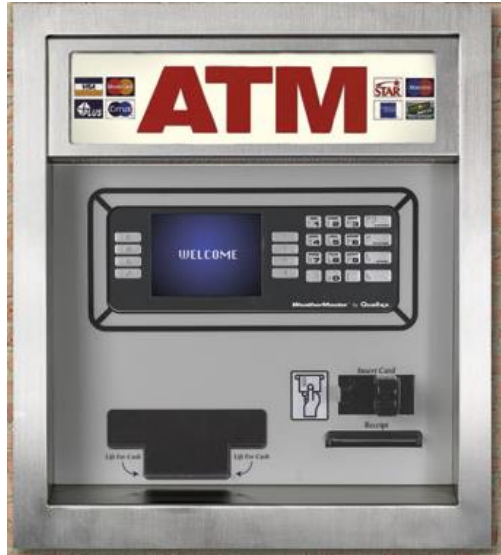
- ❑ Gameboard – Unique operating environment
- ❑ Rules – Non-negotiables!
- ❑ Strategies – How we make decisions
- ❑ What we can and cannot control
- ❑ This is what prequalifies us for the final round . . .
- ❑ Article, pp. 3-6



Who Do We Mean by “Funders” or “Grantmakers”?



- ☐ Private, public, large, small, multi-focus, single focus . . .
- ☐ Individuals and their organizations
- ☐ The grantmaker: Friend or foe?



The Grantmaker's Mission:





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The Grantmaker's Mission:

"Make no mistake. We do not give grants to support your organization.





The Grantmaker's Mission:

"Make no mistake. We do not give grants to support your organization.



We give grants to *invest through your organization in creating change in the community.*"

“Thinking” Through the Grantmaker’s Eyes



“Thinking” Through the Grantmaker’s Eyes

**What You
Want**



“Thinking” Through the Grantmaker’s Eyes

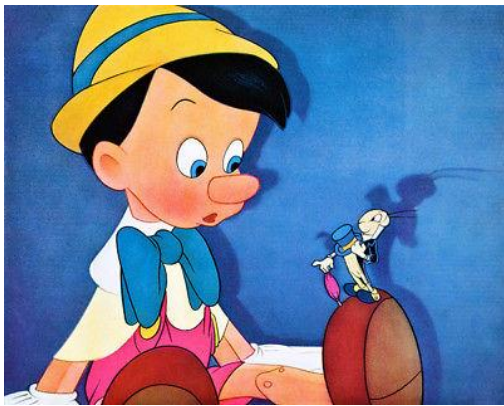
**What You
Want**



**What the
Funder
Wants**

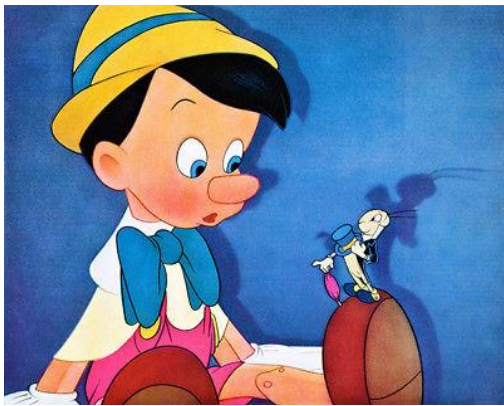
“Thinking” Through the Grantmaker’s Eyes





The Simple Truth:





The Simple Truth:

Proposals that win grant dollars
are those that make it easy
for funders to say “yes” –
and hard to say “no.”



What Are We Up Against?

- Just one of many (dozens, hundreds) . . .



What Are We Up Against?

- We can't see the "competition"



What Are We Up Against?

- The experts and the newbies ...



What Are We Up Against?

- There's at least one in every crowd . . .



What Are We Up Against?

- “Objective”? Never was, never will be . . .



What Are We Up Against?

- About the 12-12-12 scenario . . .

The 12-12-12 Scenario



The 12-12-12 Scenario



12 ... midnight



The 12-12-12 Scenario



12 ... midnight



12-hour workday



The 12-12-12 Scenario



12 ... midnight



12-hour workday



12th proposal

THE POWER OF "PERSUASION":

THE POWER OF PERSUASION:

*The power of "persuasion" is
the ability to get others
to help you achieve
the results **you** want . . .
by showing them how doing so
will help them achieve
the results **they** want.*

But is it really about “persuading”...



... or is it about “demonstrating”?



What “Grantmakers” Really, Really Want Most of All in the Whole Wide World . . .

- ☐ “Grantmakers” want to . . .
- ☐ and have . . .
- ☐ AND want you to . . .



What “Grantmakers” Really, Really Want Most of All in the Whole Wide World . . .

- “Grantmakers” want to . . .
feel successful in their work
- and have . . .

- AND want you to . . .



What “Grantmakers” Really, Really Want Most of All in the Whole Wide World . . .

- “Grantmakers” want to . . .
feel successful in their work
- and have . . .
*confidence that their work is
making a difference*
- AND want you to . . .



What “Grantmakers” Really, Really Want Most of All in the Whole Wide World . . .

- “Grantmakers” want to . . .
feel successful in their work
- and have . . .
*confidence that their work is
making a difference*
- AND want you to . . .
*make it as easy as possible for them
to be as successful as possible and feel
as confident as possible!*



What “Grantmakers” Really, Really Want Most of All in the Whole Wide World . . .

YOUR JOB is to demonstrate, clearly,
concretely, and compellingly, that:



and that:

What “Grantmakers” Really, Really Want Most of All in the Whole Wide World . . .

YOUR JOB is to demonstrate, clearly,
concretely, and compellingly, that:

*What you’re offering is the
opportunity for them to be
successful in their work*

and that:



What “Grantmakers” Really, Really Want Most of All in the Whole Wide World . . .

YOUR JOB is to demonstrate, clearly,
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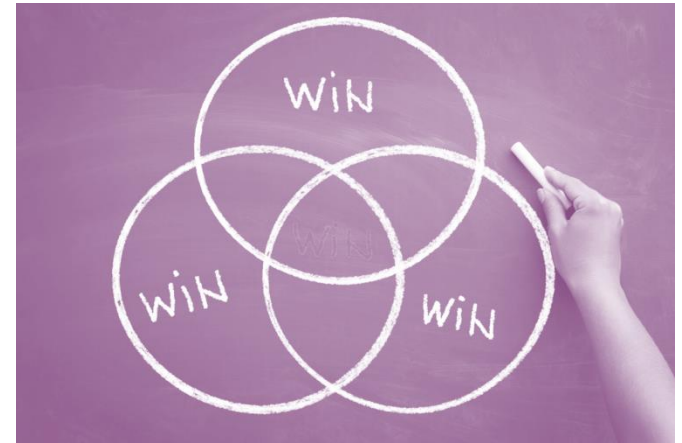
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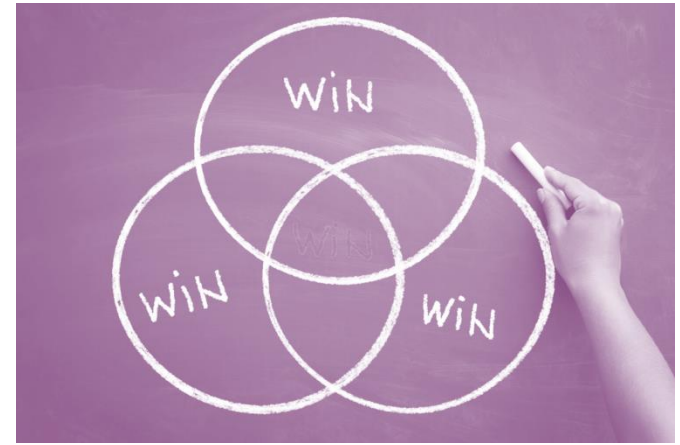
*They can be confident you will
deliver*



Let's Talk About Relationships

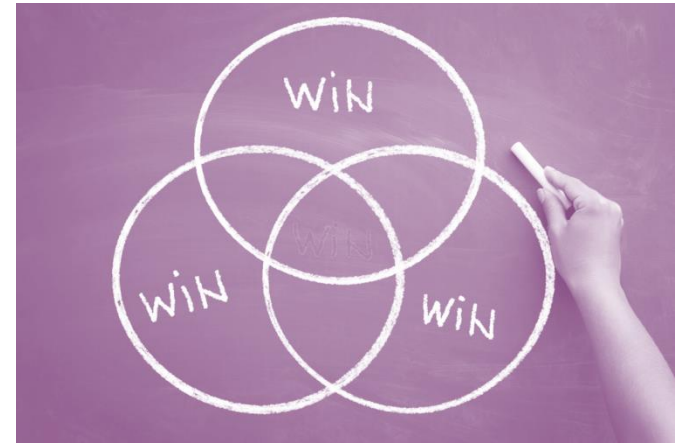


Let's Talk About Relationships



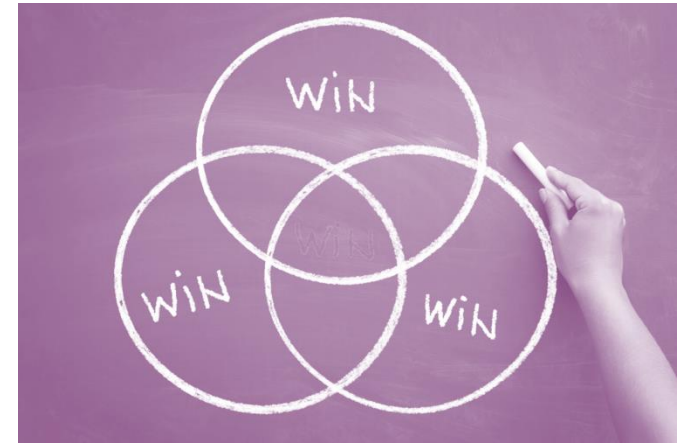
- Don't propose marriage before the first date

Let's Talk About Relationships



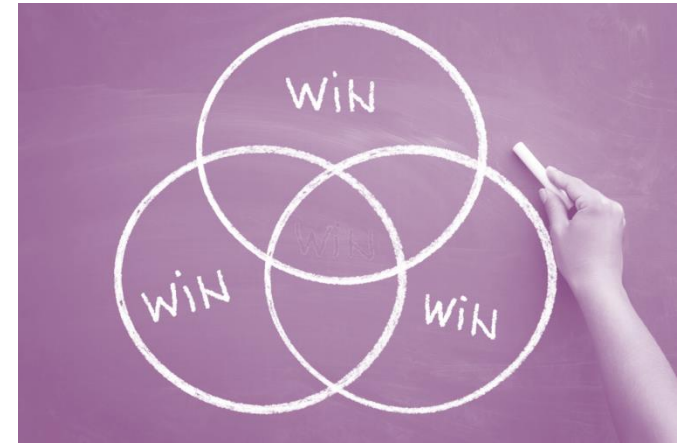
- ☐ Don't propose marriage before the first date
- ☐ Start when there's no money on the line

Let's Talk About Relationships



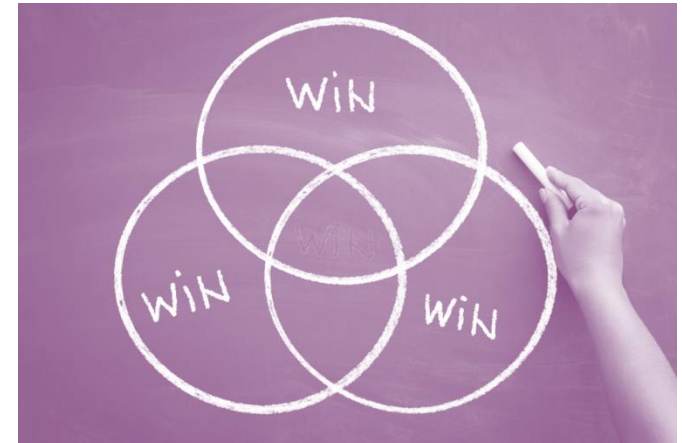
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- ❑ Start when there's no money on the line
- ❑ There's no one-up, one-down

Let's Talk About Relationships



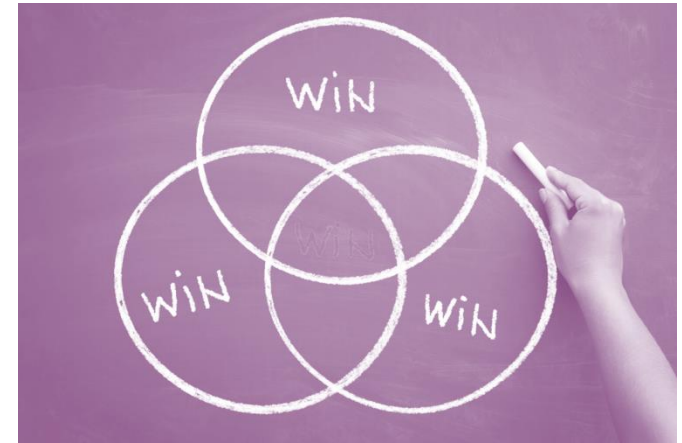
- ❑ Don't propose marriage before the first date
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- ❑ There's no one-up, one-down
- ❑ The goal: A mutually beneficial, long-term strategic partnership

Let's Talk About Relationships



- ☐ Don't propose marriage before the first date
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- ☐ There's no one-up, one-down
- ☐ The goal: A mutually beneficial, long-term strategic partnership
- ☐ Let the funder help

Let's Talk About Relationships



- ☐ Don't propose marriage before the first date
- ☐ Start when there's no money on the line
- ☐ There's no one-up, one-down
- ☐ The goal: A mutually beneficial, long-term strategic partnership
- ☐ Let the funder help
- ☐ The principal of No Surprises

You Be the Grantmaker!



Granting Criteria



- ☐ Fund higher-education in your state
- ☐ Specific focus on K-12 teacher content knowledge and effectiveness
- ☐ Direct connection between program activities and improved teacher effectiveness/student achievement
- ☐ Based on solid research data

It's Your Choice:



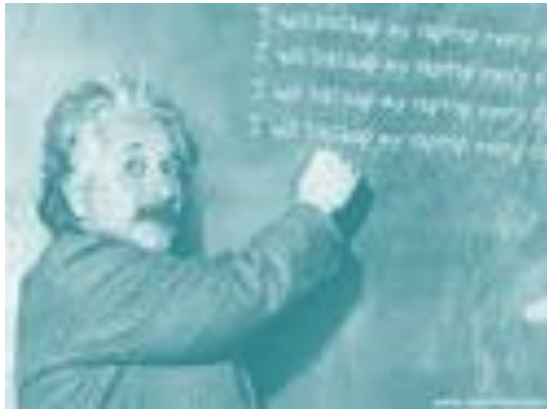
- ☐ Proposal A (pp. 13-14) and B (pp. 15-16)
- ☐ Both proposals seek \$50,000
- ☐ Both are eligible
- ☐ Both fit within funding guidelines
- ☐ Two sections:
 - Project summary (200 words)
 - Statement of need/opportunity

It's Your Choice:



ONE MINUTE EACH:

Which one will you choose?



Lessons from “The Winning Edge”:

- ❑ What made it easy for you to say YES to the proposal you chose?
- ❑ What made it easy for you to say NO to the other proposal?
- ❑ What kind of first impression did each proposal make?
- ❑ What else did you observe during this exercise?



The 30-Second Rule, Part 1:



The 30-Second Rule, Part 1:

*It only takes
30 seconds
to "fall in love"
with a proposal.*



The 30-Second Rule, Part 2:



The 30-Second Rule, Part 2:

*It only takes
30 seconds
to "fall in dislike"
with a proposal.*

Three Tools for Rock-Solid Planning!

The Five-Finger Rule of Successful Grantsmanship:



20% of effective grantsmanship is –
the other 80% is

Not in wkbk

Three Tools for Rock-Solid Planning!

The Five-Finger Rule of Successful Grantsmanship:



20% of effective grantsmanship is **writing** –
the other 80% is

Three Tools for Rock-Solid Planning!

The Five-Finger Rule of Successful Grantsmanship:



20% of effective grantsmanship is **writing** –
the other 80% is **planning**

THE "MAGIC WAND" GRANT PROPOSAL WORKSHEET

1	IN ONE SENTENCE, summarize your project idea. What will you do? When? With whom? Where? And why? In order to what?	By March 20--, Literacy Volunteers of "Our" County (WA) will train 50 new reading tutors to serve the rural communities to the west, working with volunteers recruited from local churches, to reduce the waiting list for literacy training in this underserved area.
2	Who are you as an organization, and what are you all about? (What is your mission or purpose?)	Literacy Volunteers of "Our County" (WA) is a 35-year-old, volunteer-based 501c3 nonprofit whose mission is to empower adults with the ability to read and write, in order to achieve their full potential as individuals, as employees, as parents, and as members of the community at large.
3	Describe the specific problem or issue in your community that this proposed project will address.	According to a 2010 survey by Literacy Volunteers of America, one out of six adults cannot read or write at the basic sixth-grade level, leaving them vulnerable to problems with parenting, employment, health, safety and self-care. And in the rural western half of "Our County" alone there is a waiting list of 100 adults who want to learn to read.
4	What specific change do you intend to achieve in your community as a direct result of your work? What will success "look like"?	1. Train and successfully match 50 new volunteers. 2. At least 75% of students will complete 6 months of tutoring. 3. Reading skills will improve an average of 2 grade levels. 4. At least 3 significant partnerships with local churches. 5. Reduce waiting list by at least 40 individuals.
5	What are the major steps you will need to take to make these changes happen?	1. Contract with master trainer. 2. Training logistics: Materials, location, equipment. 3. Marketing to recruit potential volunteer tutors. 4. Conduct training. 5. Match and track tutor/learner pairs for 6 months. 6. Evaluate learner progress and program success.
6	Who else has a vested interest in working with you as partners on this problem or opportunity?	Local churches Schools Libraries Service clubs--?
7	What information, tools, data, etc. will you use to decide how well you met your success goals?	Pre- and post reading evaluations of learners Training logs of volunteer tutors
8	What resources do you need to do this work? (Skills, labor, equipment, training, supplies, services, etc.)	Master trainer Training materials Audiovisual equipment Training site (+ refreshments?)
9	Estimated total cost (if you had to pay for every-thing). How does this break down?	\$25,000 \$500 per volunteer trained, matched and tracked
10	What broad categories of community needs or opportunities does your project address?	Literacy Reading Adult education Rural Parenting skills Workplace skills Minority issues Church-affiliated

Submitted By:

Date:

The QUICK-START GUIDE to the ONE-PAGE GRANT PROPOSAL:

10 "Magic Wand" Questions to Transform
Your Good Ideas ... into Grant Proposals
that Get Funded!



- FREE "Magic Wand" Proposal Template!
- FREE 90-minute how-to video course!

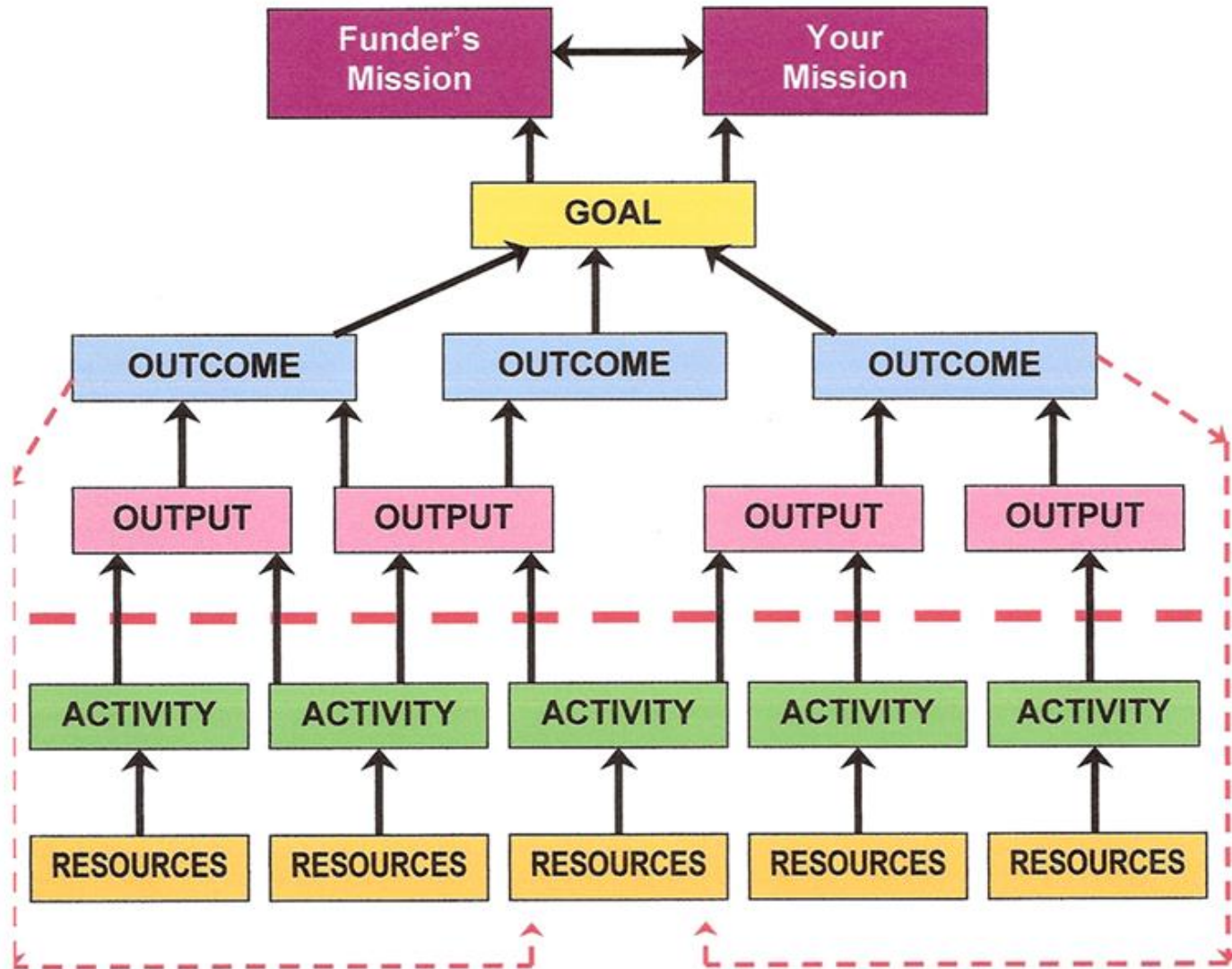
Go.GrantsMagic.org/QS



THE KEY PLANNING QUESTIONS AND YOUR PROPOSAL OUTLINE

What's this all about -- quickly?	1	<ul style="list-style-type: none"> • Proposal Summary <ul style="list-style-type: none"> • Overview • Abstract • Executive summary • Proposal highlights
Who are you as an organization, and what are you all about? (How do we know we can trust you?)	2	<ul style="list-style-type: none"> • Applicant credibility <ul style="list-style-type: none"> • Organizational background • About the applicant • Applicant history, mission, vision
What is the specific need, issue or opportunity that the proposed project will address? And why is it important -- why should anyone care?	3	<ul style="list-style-type: none"> • Issue Statement <ul style="list-style-type: none"> • Need statement, • Problem statement • Community need assessment
What specific changes or outcomes do you intend to achieve as a direct result of your project? What are your "success indicators"?	4	<ul style="list-style-type: none"> • Intended Outcomes <ul style="list-style-type: none"> • Goals and objectives • Purpose and targets
What are the major steps you will need to take to make these changes happen? Who else has a vested interest in working with you as partners?	5 + 6	<ul style="list-style-type: none"> • Methods <ul style="list-style-type: none"> • Implementation plan • Action plan • Operational plan
How will you measure your success in achieving your objectives?	7	<ul style="list-style-type: none"> • Evaluation <ul style="list-style-type: none"> • Outcomes evaluation • Assessment
How will your project or service be funded in the future?	NA	<ul style="list-style-type: none"> • Sustainability <ul style="list-style-type: none"> • Continuation or future funding
What resources will you need to accomplish these steps? How much will it cost? Where will the money come from?	8 + 9	<ul style="list-style-type: none"> • Budget <ul style="list-style-type: none"> • Statement of revenues and expenses • Financial plan

THE “BOTTOM-UP” LOGIC MODEL



Proposal Powerhouses:



Proposal Powerhouses:

- ❑ The issue/need statement
- ❑ The outcomes statement(s)
- ❑ The summary



How to Construct a Bridge



Not in wkbk

How to Construct a Bridge

Where
we are

3



Not in wkbk

How to Construct a Bridge

Where
we are

3

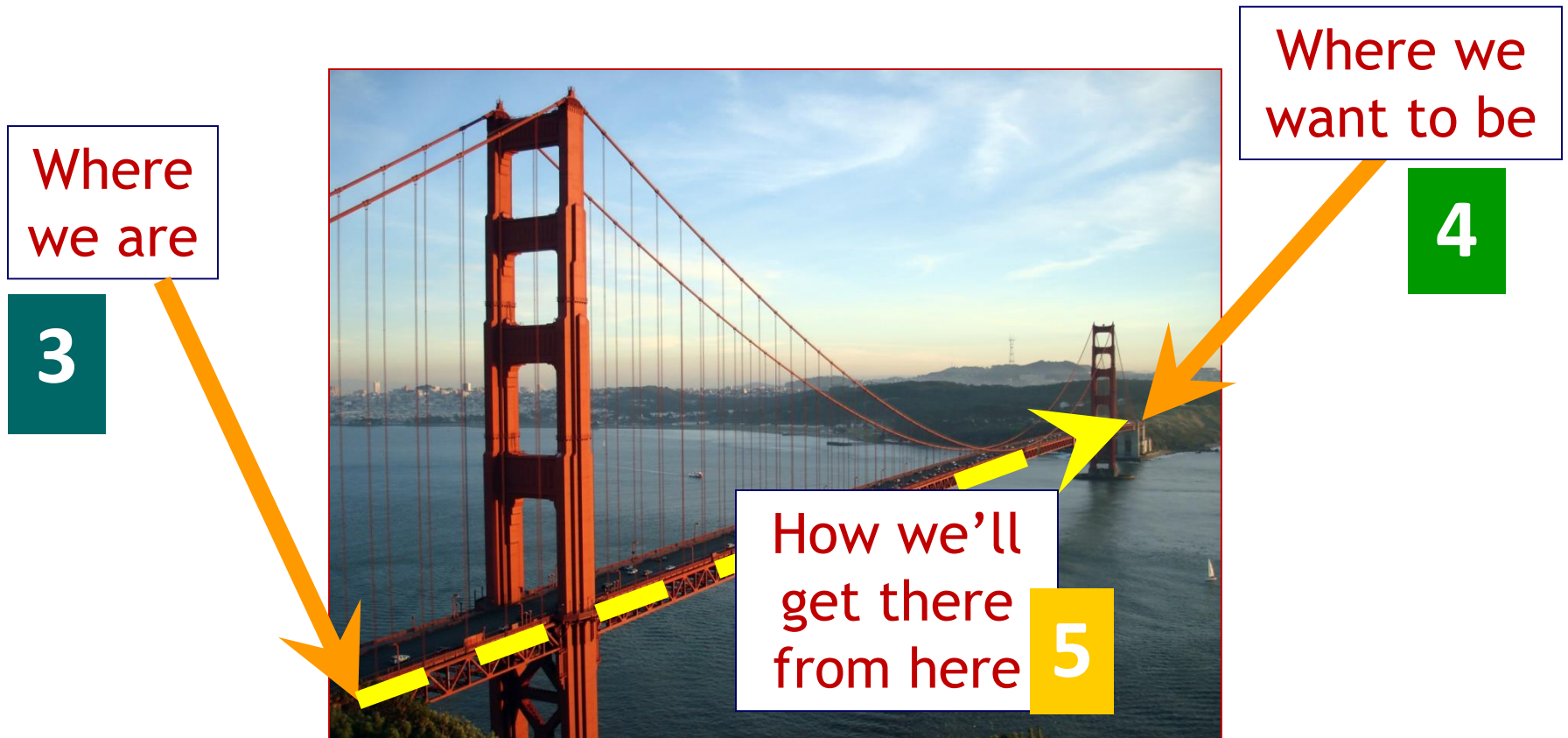


Where we
want to be

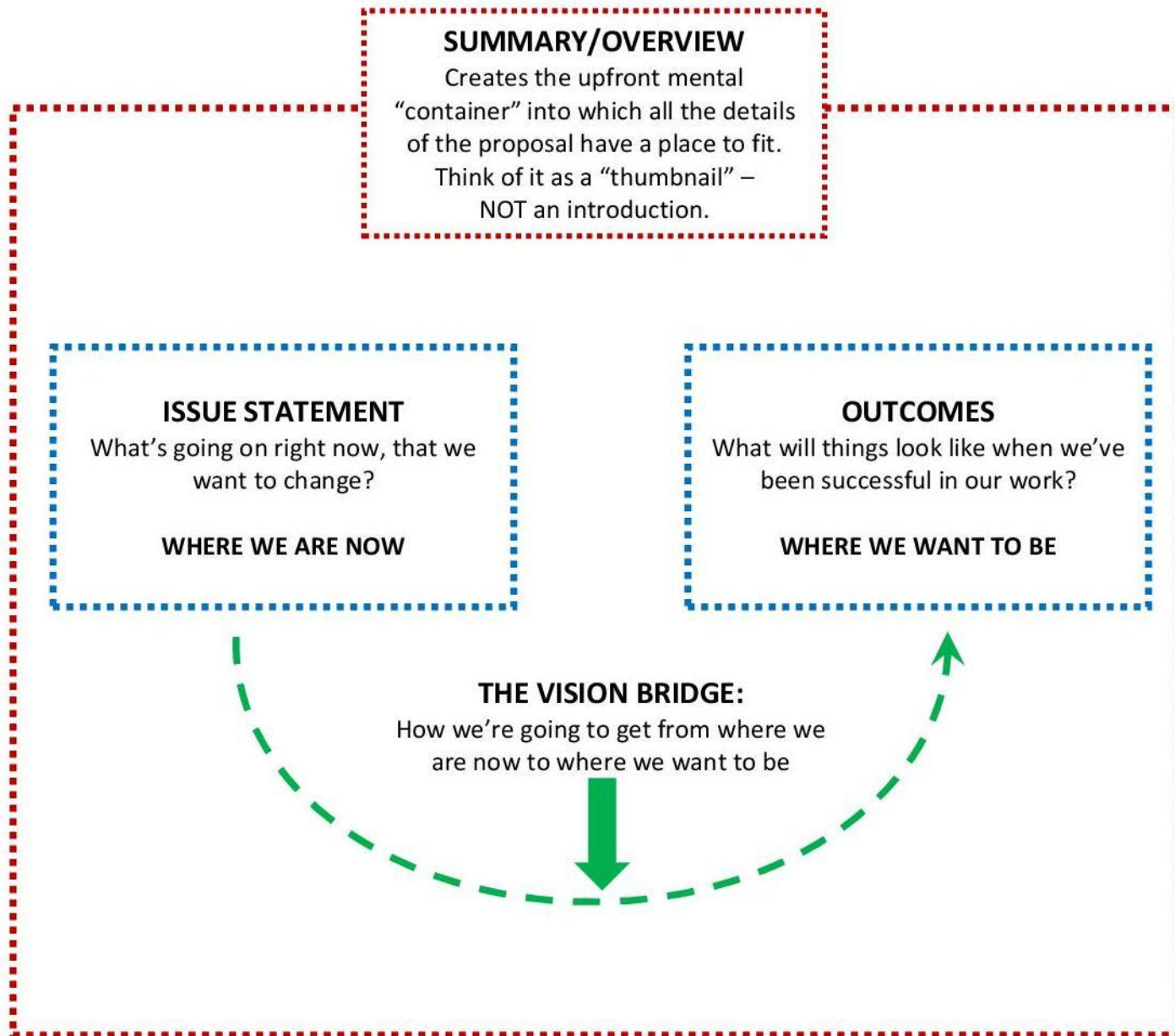
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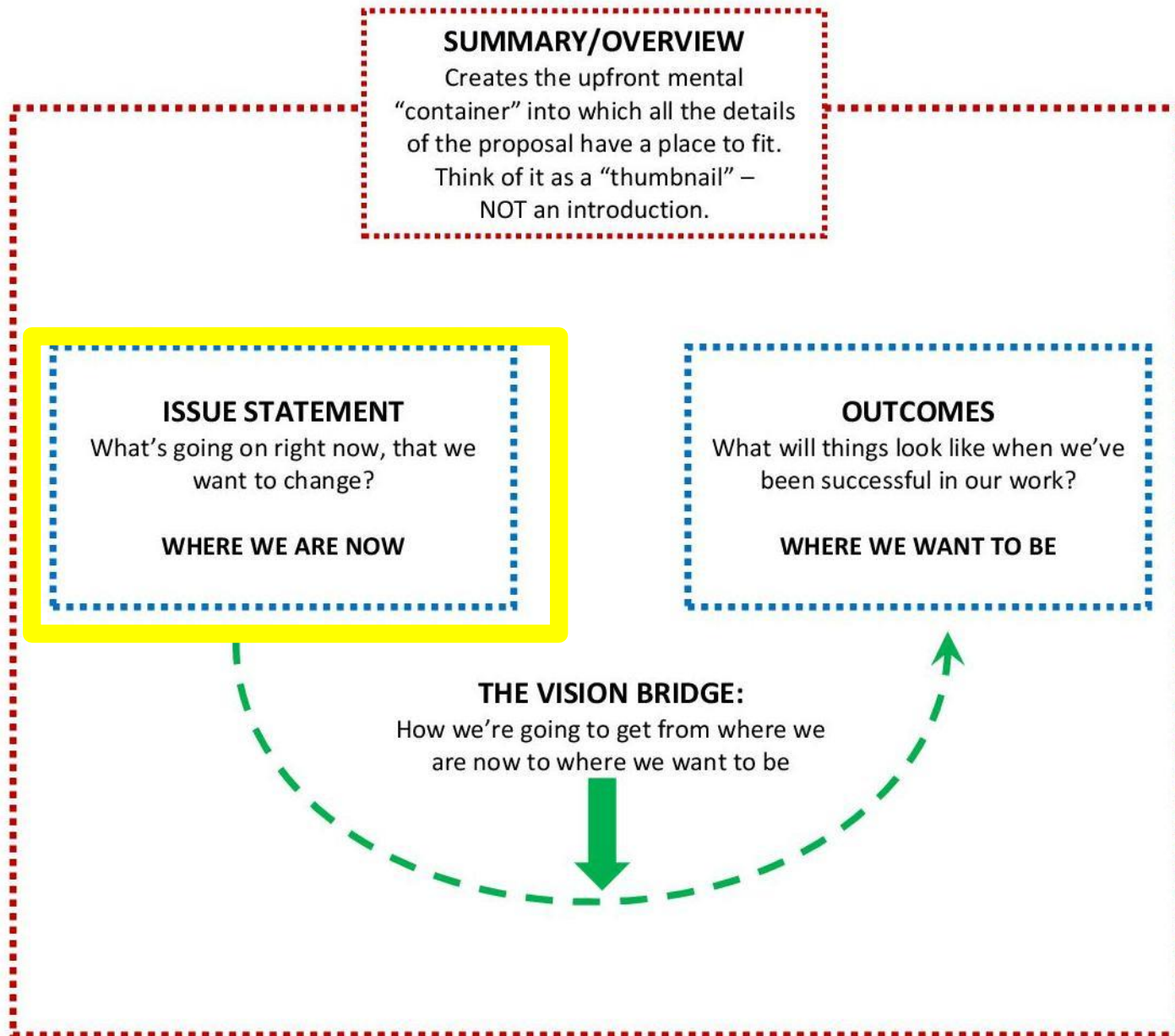
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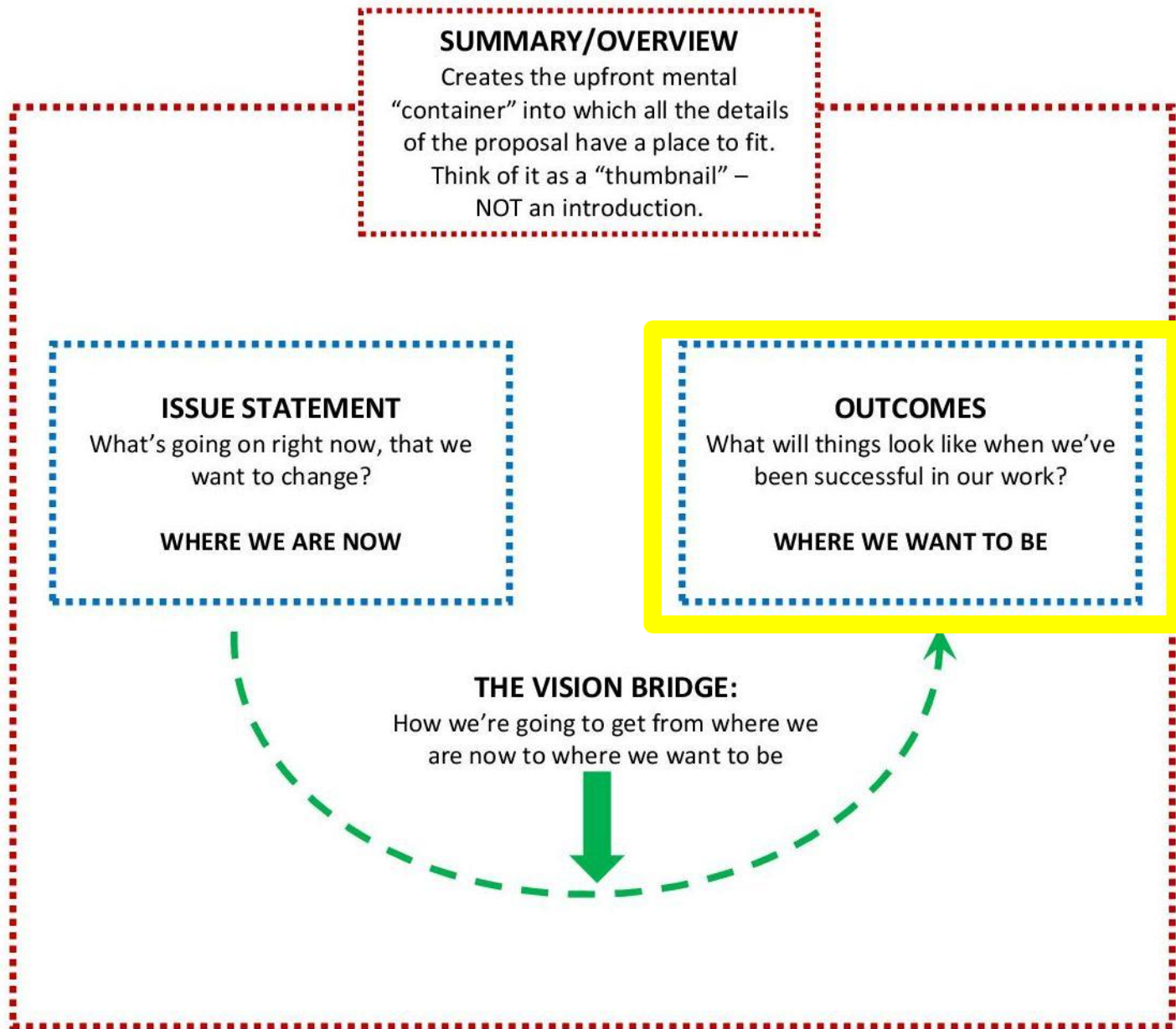
How to Construct a Bridge

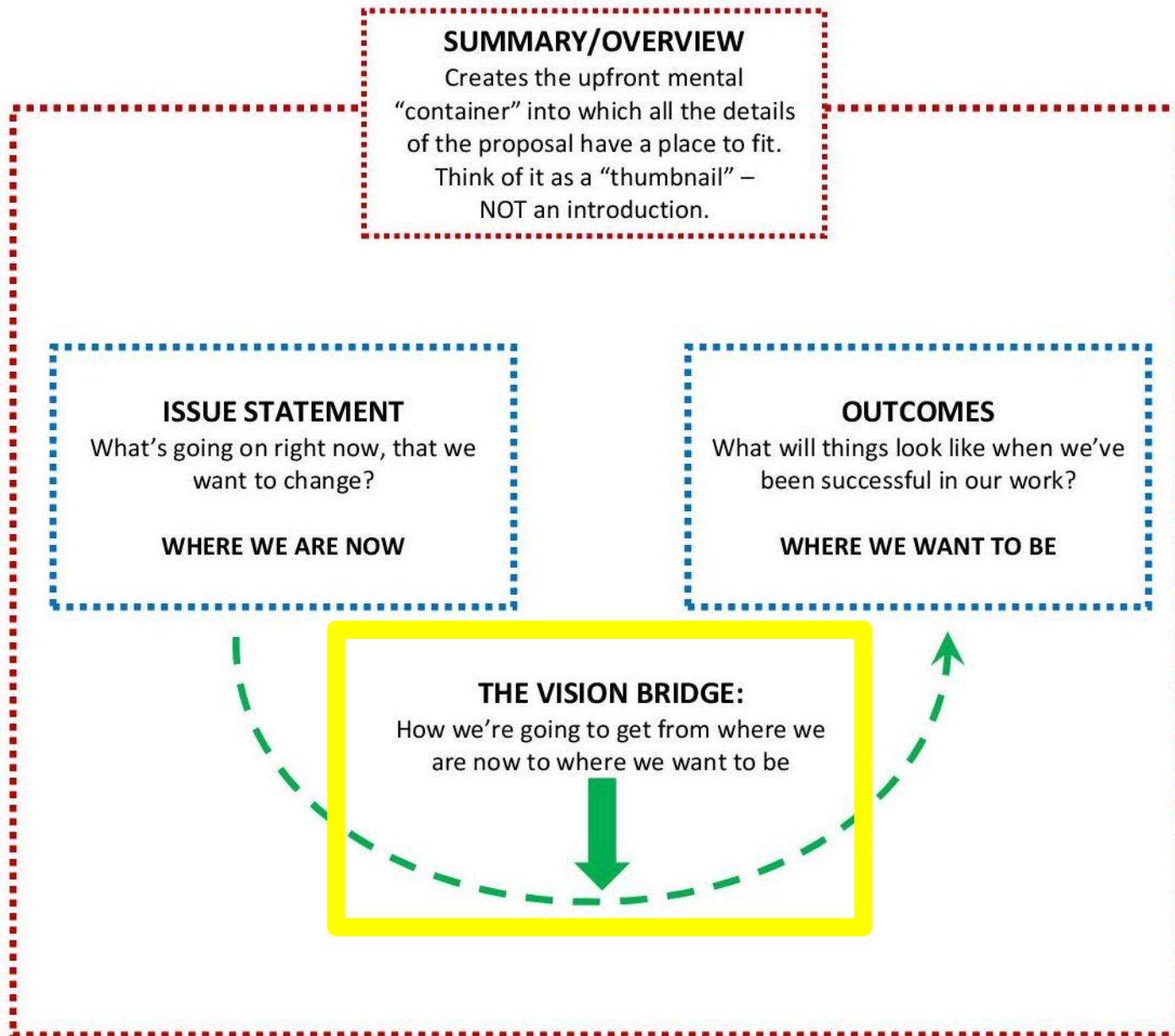


Not in wkbk









SUMMARY/OVERVIEW

Creates the upfront mental
“container” into which all the details
of the proposal have a place to fit.
Think of it as a “thumbnail” –
NOT an introduction.

ISSUE STATEMENT

What’s going on right now, that we
want to change?

WHERE WE ARE NOW

OUTCOMES

What will things look like when we’ve
been successful in our work?

WHERE WE WANT TO BE

THE VISION BRIDGE:

How we’re going to get from where we
are now to where we want to be

. . . But What About the Writing?



DO UNTO
OTHERS AS
YOU WOULD
HAVE THEM
DO UNTO
YOU

. . . But What About the Writing?

Write as you
would be
written unto!

DO UNTO
OTHERS AS
YOU WOULD
HAVE THEM
DO UNTO
YOU

The 12-12-12 Scenario



The 12-12-12 Scenario



12 ... midnight



The 12-12-12 Scenario



12 ... midnight



12-hour workday



The 12-12-12 Scenario



12 ... midnight



12-hour workday



12th proposal

The best grantwriting advice I ever got:



Ten Keys to Effective Writing:



1. Respect your reader's mental energy.
2. Keep sentences short.
3. Use simpler, more familiar language.
4. Prune, prune, prune!
5. Get to the point.
6. Use concrete, energetic, vivid language.
7. Create vivid mental pictures.
8. Keep people on center stage.
9. Use variety in your language.

Bottom line:

*Write to
express -
not to impress!*

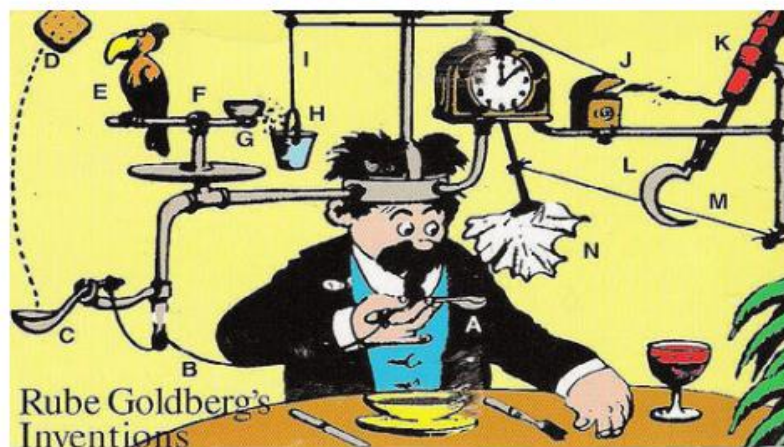
Bottom line:

Your writing should be transparent ...
that is, your writing should help
the beauty and strength and power
of your proposal to shine through
purely, clearly, and compellingly.

Bottom line:

Nothing should stand
between the reader
and the great ideas
you want to communicate.

SYSTEMATIC PROPOSAL BUZZ PHRASE SYNTHESIZER



Just for
fun . . .

Column 1	Column 2	Column 3
0 Integrated	0 Management	0 Options
1 Sustainable	1 Organizational	1 Flexibility
2 Facilitated	2 Outcomes-based	2 Capacity
3 Longitudinal	3 Reciprocal	3 Concept
4 Functional	4 Collaborative	4 Programming
5 Responsive	5 Logistical	5 Intervention
6 Optional	6 Transitional	6 Criteria
7 Proactive	7 Strategic	7 Projection
8 Compatible	8 Multi-generational	8 Initiative
9 Balanced	9 Policy	9 Contingency

“Eight Qualities of Exemplary Proposals”

“Eight Qualities of Exemplary Proposals”



#1:

The proposal bristles with enthusiasm, urgency, passion. It suggests a group of people who can barely contain their eagerness to begin working.

As a reader, you find yourself inspired and excited by their plans.

What Have We Covered?



- ☐ The grantmaker's mission
- ☐ What grantmakers really, really want
- ☐ Your job . . .
- ☐ It's all about partnership, mutuality and trust
- ☐ Show what you can do . . . and deliver!
- ☐ Communication and transparency
- ☐ Tools to support your success

PERSPECTIVE ... is everything

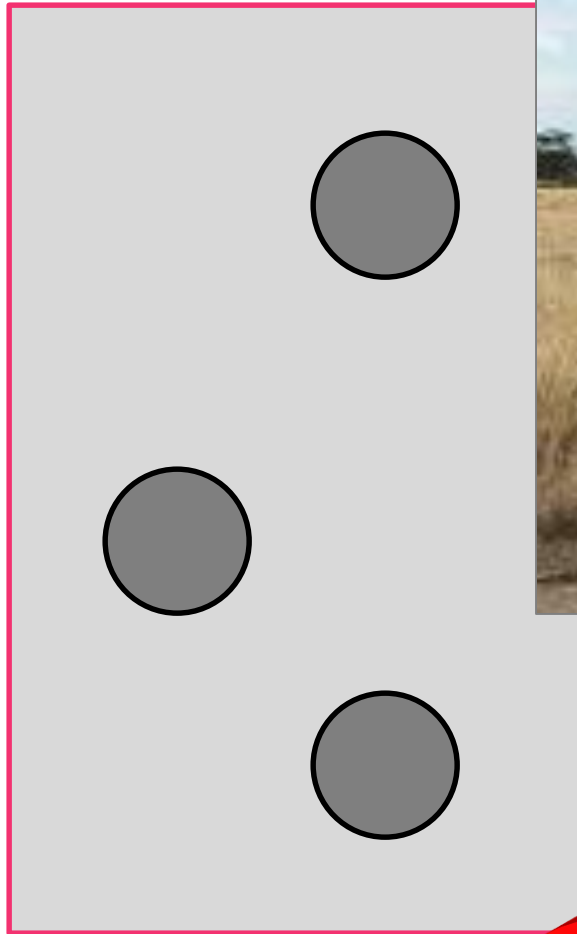
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“Thinking” Through the Grantmaker’s Eyes





Putting It Into Action

- What is one action you can take in the next day or two that will give you a “quick win”?



Putting It Into Action

- What is one action you can take in the next day or two that will give you a “quick win”?
- What is one action you can take that will give you “high leverage”?



Putting It Into Action

- ☐ What is one action you can take in the next day or two that will give you a “quick win”?
- ☐ What is one action you can take that will give you “high leverage”?
- ☐ Make a plan – and ...
- ☐ Hold yourself accountable!





*What's your favorite
new tool or strategy or "aha!"
from today's training?*

MAKING FRIENDS WITH FUNDERS:

*What Grantmakers Want
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THANK YOU!

and happy grantseeking



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