

**The San Francisco Fundraising Summit**  
Panel discussion and dialogue with Grantmakers  
Lynne O'Hara  
October 28, 2008

**Dos and Don'ts of Grant Writing**  
*Used with permission*

**Do :**

- know your funder, establish a relationship
- review any documentation published by the funder including annual reports, program information, funding guidelines
- follow guidelines and proposal formats
- give the funder all the information they request -additional information can be placed in an appendix
- ask, if you have any questions
- ensure the proposal is easy to read
- use headings and point form where appropriate
- use short sentences
- avoid jargon and highly technical language wherever possible (it can be very helpful to have someone else read over your proposal and comment on clarity)
- be clear, concise, positive, creative, honest
- present concrete ideas
- invite the funder to be a partner in your success

Write to Win! Supplementary Resources Page 1  
Rob Lavery, CFRE  
AFP Fundraising Day – June, 2003  
[www.sols.org](http://www.sols.org)

- ensure the budget is detailed and balances - out of whack numbers can cause the funder to wonder about your financial capacity, and call into question other

aspects of your proposal

- identify clear outcomes, phrased as outcome statements
- appear well grounded in the issues; your proposal should be written to educate the reader on the issues
- be realistic
- ensure your references are able to speak knowingly and positively about your organization and your proposal

***Don't:***

- annoy the funder
- go even one line over the maximum number of pages allowed in a letter of intent or proposal, but don't use a microscopic font to make it all fit
- be abstract
- pad your budget
- use personal pronouns -I is much worse than we
- regurgitate the funding guidelines
- be too flashy -you don't want to look too rich!
- appear desperate
- highlight any past mistakes, but be prepared to discuss and defend them and the solutions in a meeting
- become discouraged

## **Grant Writing Resources**

### ***Introductory and General***

Building Foundation Partnerships  
By Ingrid van Rotterdam  
Published by the Canadian Centre for Philanthropy, 1995

Charity Channel's Grants and Foundations Review  
Index of articles and subscription to e-newsletter

[http://charitychannel.com/resources/eNewsletters/Grants\\_and\\_Foundations\\_Review/By\\_Title/index.html](http://charitychannel.com/resources/eNewsletters/Grants_and_Foundations_Review/By_Title/index.html)

The Foundation Fundraising Internal Readiness Audit  
<http://www.ccp.ca/information/documents/gd1.htm>

A Guide to Proposal Planning and Writing  
By Jeremy T. Miner and Lynn E. Miner  
<http://www.oryxpress.com/miner.htm>

Basic Elements of Grant Writing  
<http://www.cpb.org/grants/grantwriting.html>

A Wealth of Information on Foundations and the Grant Seeking Process  
By Janet Camarena (from "Computers in Libraries")  
<http://www.infotoday.com/cilmag/may00/camarena.htm>

Library Funding  
by: Tracey L. Bremer  
<http://www.ericit.org/digests/EDO-IR-2001-01.shtml>

The Researching Librarian: Web resources helpful for librarians doing research  
Funding section (list of Web sites)  
<http://www2.msstate.edu/~kerjsmit/trl/funding.htm>

About.com supersite on Developing Grant Proposals  
<http://nonprofit.about.com/cs/developinggrants/index.htm>

The Grantsmanship Center Magazine (list of articles)  
<http://www.tgci.com/publications/pwg.htm>

eFundraising Forum links

<http://midhudson.org/virtual/efundraising/fundraising.htm>

Nonprofit Fundraising and Grantwriting

[http://www.mapnp.org/library/fndrsng/np\\_raise/np\\_raise.htm#anchor4293050175](http://www.mapnp.org/library/fndrsng/np_raise/np_raise.htm#anchor4293050175)

OnPhilanthropy – articles on trends in corporate giving and foundations

<http://www.onphilanthropy.com/articles/default.aspx>

### ***Foundation and Grants Research***

Grant Opportunities for Public Libraries (Compiled by SOLS, Fall 2002)

<http://www.sols.org/fund-dev/FD/GrantOpportunities.xls>

Grant-Giving Foundations – free access listing from Charity Village

<http://www.charityvillage.com/nonpr/nonpr17.asp>

The Grantsmanship Center – index of Canadian funders (free access)

<http://www.tgci.com/intl/canada.htm>

PRO-Online (Prospect Research Online) Rainforest Publications (fee-based database)

<http://www.rpbooks.com>

BIG Online (fee-based database)

<http://www.bigdatabase.ca>

### ***Building a Foundation File***

Checklist for the Complete Foundation File

<http://www.ccp.ca/information/documents/gd3.htm>

The Foundation Center's Funding Prospect Worksheet

<http://www.fdncenter.org/onlib/prosp.html>

### ***Writing Tips***

Clear Language and Design (East End Literacy)

Reading Effectiveness Tool

<http://www.eastendliteracy.on.ca/ClearLanguageAndDesign/start.htm>

What Grantmakers want Applicants to Know  
<http://www.guidestar.org/news/features/grantadvice.stm>

The Program Description – Giving Your Ideas Life  
[http://charitychannel.com/printer\\_3051.shtml](http://charitychannel.com/printer_3051.shtml)

Preparing For Foundation Partnerships: What Charities Should Know About Foundations  
<http://www.ccp.ca/information/documents/gd93.htm>

Funder Focus: interviews with some of Canada's leading funders to discuss current programs and challenges, and the evolving role of philanthropy in Canada.  
<http://www.charityvillage.com/archive/acov.html>

"First, Know What You Do"  
By Richard Ely, Strategic Fundraising Consultants  
<http://www.bigdatabase.com/bigCanadiannewsletter.nsf/ea99acd17c9773f6882564d400748ba5/03babe2ec95aa88688256b9700737c7f?OpenDocument>

Ten Tips for Grantwriting  
by Judy Kunofsky, grantwriting specialist at Zimmerman Lehman  
<http://www.zimmerman-lehman.com/GrantTips.htm>

10-Point Grant Writing Guide -Overview  
<http://www.npguides.org/guide/index.html>

Effective Fundraising Letters  
by Rebecca Whitlock  
<http://www.coolsheets.com/pr/archives/0599/052799.htm>

Ten Keys for New Grant Writers  
By Ken Ristine  
<http://members.aol.com/KenR1029/10keys.htm>

Minnesota Common Grant Application Form  
[www.mcf.org/mcf/grant/narrative.htm](http://www.mcf.org/mcf/grant/narrative.htm)

Strategies for Effective Proposal Writing  
Resource Manual in pdf format  
<http://www.healthycommunities.on.ca/>

Grant Proposal Self-Assessment Tool (pdf format)  
[www.orsp.cmich.edu/pdf/grantsat.pdf](http://www.orsp.cmich.edu/pdf/grantsat.pdf)

Glossary of Terms (US)

<http://www.cof.org/glossary/index.htm>

### ***Program Budgets***

Writing a Successful Grant Proposal

<http://www.mcf.org/mcf/grant/writing.htm#budget>

### ***More Study!***

EPA Grant-Writing Tutorial (free!)

<http://www.epa.gov/seahome/grants.html>

The Foundation Center's Learning Lab

Proposal Writing Short Course

<http://fdncenter.org/learn/shortcourse/prop1.html>

Teaching Yourself to be a Grantwriter

<http://www.grantproposal.com/starting.html>

### ***Samples***

Sample Grant Proposal over \$5,000 – Goodwill Industries

[http://www.gillfoundation.org/grants\\_docs/grants\\_docs\\_show.htm?doc\\_id=101144](http://www.gillfoundation.org/grants_docs/grants_docs_show.htm?doc_id=101144)

Sample National Grant Proposal -Nashville CARES

In .pdf format with Program Officer commentary

[http://www.gillfoundation.org/tata\\_materials/tata\\_materials\\_show.htm?doc\\_id=90214](http://www.gillfoundation.org/tata_materials/tata_materials_show.htm?doc_id=90214)

The Foundation Center's FAQs

Where can I find examples of grant proposals?

<http://fdncenter.org/learn/faqs/propsample.html>