



Top 7 Expert Practices for Writing Winning Grants

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Why do we write grant proposals?



7 Areas of Expert Practice

- 1. Win Before Writing
- 2. Technical Requirements
- 3. Human Behavior in the Grant Process
- 4. Engage and Guide the Reader
- 5. The "Speed Proposal"
- 6. Engage your Internal Team
- 7. Management Considerations



Win Even Before you Write

- Giving patterns- do you align?
- Are you "invited" or barging in?
- Unsolicited Applications
- What is your reputation in the community? With funders?
- Who are the decision makers? How do they know you?
- Who are your champions?

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Technical Requirements

- Application Guidelines and Instructions
- Attachments
- Packaging
- Understanding Due Dates and Timing
- What if there is no Application Form?

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Human Behavior and Grant Review

- Who Screens, How the Process Works
- Is Likability a Differentiator?
- Technical Details- Did you follow the directions?
- In the shoes of a program officer...
- Trustees, Influencers and other VIPs

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Engaging and Guiding the Reader

- What it's Like to Review Grants
- Your Goal is: for the reader to READ, UNDERSTAND, and ADVOCATE FOR your proposal
- Your First Sentence & Paragraph say a LOT
- Eye Candy
- Use of Statistics, Stories
- Use of Acronyms



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The "Speed Proposal"

- Where do experienced (or stressed-for-time) grant reviewers skip ahead to?
- Where is great place to tell the story, especially when you are pressed for space?
- Where can you demonstrate a well-thought plan, management capacity, sustainability and collaboration?



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Engaging your Internal Team

- "Fundraising is everyone's job"?? ... well... kind of ...
- Teams need a leader- YOU!
- Roles and Responsibilities
- Minimizing Surprises



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Mega Grants- Eyes Wide Open

- **Visionary Alignment...** doesn't just happen
- **Requires Everyone's Best Effort**
- **Significant Organizational Commitment**
- **Program Design**
- **Minute Level of Detail on Implementation and Administration**
- **100 Drafts? Yes**
- **Advanced editing skills- tips on how I work**



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Management Considerations

- **Staff vs. Contracted**
- **Writer only vs. "Foundation Relations"**
- **Characteristics of Successful Grant Writers**
- **What Productivity Looks Like**



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Thank you!
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