

## **TOP TEN GRANT TIPS**

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#10

### **See yourselves as others see you.**

Grants consultant David Bauer uses a helpful illustration. Each person wears a pair of “values glasses,” tinted with his or her own values, beliefs, and perception of the world. To see your organization through the values glasses of your funding source, you must take off your own glasses and put on theirs. That’s not easy to do--but it’s an essential first step.

#9

### **Plan before you write.**

Plan a complete project that’s worthy of grant funding. Don’t expect that a good writer will be able to cover up your lack of planning. The project planning should be done by the people who will actually do the work once the money’s received. Thinking through the project will make the proposal writing easier.

#8

### **Avoid the “We-We” Syndrome**

This is another of Dave Bauer’s useful analogies. We all tend to think first about what we want and need as organization staff--the “We-We” Syndrome. But when you’re seeking a grant, the key to success is always to keep your consumers in mind—the people your organization serves, your community and your funding source.

#7

### **Know that grants are only part of the picture.**

Remember that corporate and foundation grants are only a small part of the private giving picture. Of the non-government dollars given in the United States each year, typically about 80% comes from individuals and bequests.

#6

### **Ask for an investment.**

You’re not begging. You’re not asking for something for yourself, or even for something for your organization. You’re asking for an investment that will improve your services and your community’s quality of life. You probably won’t use the term “investment,” but you’ll want to keep the concept in mind.

# #5

## **Follow the rules.**

Don't ever think you're above the rules. Pay close attention to deadlines, guidelines, and limitations. Provide all the information the funding source asks for. Don't make their job harder.

## **Be brief.**

When you're writing your proposal, be brief. Be logical. Be reasonable. Write as if you were writing a news article. Get to the point. Don't use jargon—if you must, make sure to define your terms for the lay reader. Go easy on the acronyms.

# #4

Avoid wordiness. Use short words, short sentences, and short paragraphs, written in active voice. If you're not confident about your writing skills, ask someone whose writing you respect to help you edit.

# #3

## **Don't put all your eggs in one basket.**

Don't expect that one funding source will fund your whole program. Diversify your requests. Most funding sources like to see a well-rounded funding plan that doesn't rely solely on grants.

# #2

## **Don't look to grants to bail you out.**

Don't count on grants to get out of a budget deficit. Use grants to expand your successes and reach new and underserved groups.

## **Involve and thank.**

No one likes being wanted just for their money. Get to know the people who represent your local and regional granting agencies, and help them get to know your organization.

# #1

And don't forget to thank! Thank early and often. Thank a corporate executive for meeting with you to talk about your project. Thank a foundation for considering your proposal, even if they turn you down. And for heaven's sake, thank anyone who gives you anything.

**Thank YOU for coming to this presentation!**

**Good luck!**