

# Storytelling Grantseekers Creative Nonprofit Fundraising

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grantwriters often have little or no training in the practical task of grantseeking many feel intimidated by the act of writing and some don't enjoy writing in storytelling for grantseekers second edition cheryl clarke presents an organic approach to grantseeking one that views the process through the lens of the pleasures and rewards of crafting a good story grantseekers who approach the process as one in which they are connecting with an audience grantmakers and writing a narrative complete with settings characters antagonists and resolutions find greater success with funders the writing process becomes a rewarding way to tell the organization's tale rather than a chore and their passion and creativity lead to winning proposals this book walks readers through all the main phases of the proposal highlighting the creative elements that link components to each other and unify the entire proposal the book contains resources on crafting an effective synopsis overcoming grantwriter's block packaging the story and the best ways to approach the short stories inquiry and cover letters that support the

larger proposal clarke also stresses the need to see proposal writing as part of a larger grantseeking effort one that emphasizes preparation working with the entire development staff and maintaining good relations with funders in storytelling for grantseekers new and experienced grantseekers alike will discover how to write and support successful proposals with humor and passion new edition features overall updates as well as both refreshed and new examples workshop exercises for using the storytelling approach new chapters on the application of the storytelling method to other fundraising communications like appeal letters and case statements as well as the importance of site visits example of a full narrative proposal

oftentimes people charged with the task of writing grant proposals have little or no training in the process and many actually feel intimidated by the act of writing in storytelling for grantseekers consultant and trainer cheryl a clarke helps fundraisers overcome these hurdles by presenting an organic approach to proposal writing grantseekers who have used this unique process discover that telling the organization s story in narrative form complete with settings characters antagonists and resolutions can help them connect with grantmakers and ultimately have greater success with funders

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the must have guide to traditional emerging and creative tv funding models that are being developed and exploited by social media savvy documentary filmmakers each chapter covers a different form of funding and combines advice from industry insiders producers buyers specialist media agencies and corporate funding bodies and entertaining case studies that illustrate the benefits and pitfalls of each method with practical tips case studies and advice it reveals what grantors brands and ngos are looking for in a pitch they all have different needs and expectations and the cultural differences that can trip up the unwary producer funding examples range from blue chip tv documentaries such as planet earth which was co funded by the bbc discovery nhk and cbc to the tv book club more 4 which is funded by specsavers opticians to lemonade movie which harnessed the power of twitter to source free equipment and post production resources readers will discover the difference between co productions pre sales and acquisitions how to develop and pitch advertiser funded programming the new rules on product placement where to hunt for foundation and grant funding and how to fill in those fiendish application forms the power of crowd funding and how to harness the internet how to sniff out grants and funds held in non film focused organisations such as the wellcome trust why corporations are keen to fund your documentary and how to get them to part with their money without giving up your editorial control

a newly revised and updated edition of the ultimate resource for nonprofit managers if you're a nonprofit manager you probably spend a good deal of your time tracking down hard to find answers to complicated questions the nonprofit manager's resource directory second edition provides instant answers to all your questions concerning nonprofit oriented product and service providers internet sites funding sources publications support and advocacy groups and much more if you need help finding volunteers understanding new legislation or writing grant proposals help has arrived this new updated edition features expanded coverage of important issues and even more answers to all your nonprofit questions revised to keep vital information up to the minute the nonprofit manager's resource directory second edition contains more than 2 000 detailed listings of both nonprofit and for profit resources products and services supplies complete details on everything from assistance and support groups to software vendors and internet servers management consultants to list marketers provides information on all kinds of free and low cost products available to nonprofits features an entirely new section on international issues plus 10 bonus sections available only on cd rom the nonprofit manager's resource directory second edition has the information you need to keep your nonprofit alive and well in these challenging times topics include accountability and ethics assessment and evaluation financial management general management governance human resource management information technology international third sector leadership legal issues marketing and communications nonprofit sector overview organizational dynamics and design philanthropy professional development resource development social entrepreneurship strategic planning volunteerism

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offers librarians tips and instructions for obtaining grants discussing the grant process organizing a grant team creating and submitting proposals getting funded and other related topics and also contains library success stories includes cd rom

for the civic minded nonprofits and government agencies can be very rewarding places to work this wetfeet insider guide explores profiles of top nonprofit and government organizations the types of jobs available to mbas and undergrads what current nonprofit and government professionals like and dislike about their work and how to get a foot in the door

a guide to proposal planning and writing for grant seekers offering advice on how and where to find sponsors from public and private sources how to write private foundation and corporation proposals and how to write government proposals and discussing writing and editing techniques and grant review and funding decisions

corporations donate billions of dollars every year to help nonprofit organizations this directory provides the most current information available in print on over 4 100 corporate donors you ll find background on the sponsoring company including plant office division and subsidiary locations names of corporate officers financial data and forbes and fortune ratings get the latest facts on america s leading corporate funders with the national directory of corporate giving new 11th edition

4 of 4 people found the following review helpful

grants are a key source of support for most nonprofit organizations particularly new organizations or those starting new programs this guide developed out of a series of seminars helps grantseekers develop a strategic plan for finding funds for their programs

the first volume was a cumulative volume which contained the foundation center collection subsequent editions include all the foundation center acquisitions acquired annually as well as other current literature

learn how to identify and cultivate the most receptive foundation funders this edition provides beginners with a thorough overview of the funding research process

including online cd rom and print tools a popular textbook for nonprofit management courses this volume also includes a concise overview of foundations and their role in the funding community

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