

# HOW TO ATTAIN THE \$ IN GRANTS\$



# No Last Minute Applications



# Answer the Question



# 3 C's

**CLEAR, CONCISE**  
**&**  
**COMPELLING**



# Grant Process

## Grants Process



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When writing, focus on...



# You Should:



- Carefully follow the instructions.
- Always tailor the proposal and the specific budget request based on your research into the funding body's priorities and guidelines.
- Use positive language.
- Shorter is better. Keep your proposal tight and the details condensed.
- Document the 'need' or 'problem' on multiple levels. **Be specific!**





# Tips for Success

- **Use language describing an ‘investment’, rather than a ‘gift’.** Be explicit on the benefits for the grant provider.
- **Avoid dwelling on problems. Focus on opportunities** that result from the challenges your organisation faces and the problems that the project, through adequate funding, will address.
- **Provide a realistic assessment of the urgency** that drives your project submission. Your proposed timeline must reflect both the need for urgent action and the realities of funding cycles.





# Grant Writing Top Ten

1. Make it about your reader (your prospective client)
2. Answer the question
3. Try not to waffle
4. Make it clear what's in it for them
5. Be direct
6. Avoid sweeping statements
7. Give great examples
8. Remember – looks can kill
9. Jog their memory
10. Make it word perfect





# THE GRANTS GUY



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