

A green chalkboard with two pieces of pink chalk and some faint white chalk markings. The chalkboard is the background for the text.

Grant Writing Tips

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TN/NC Line - Morganton**

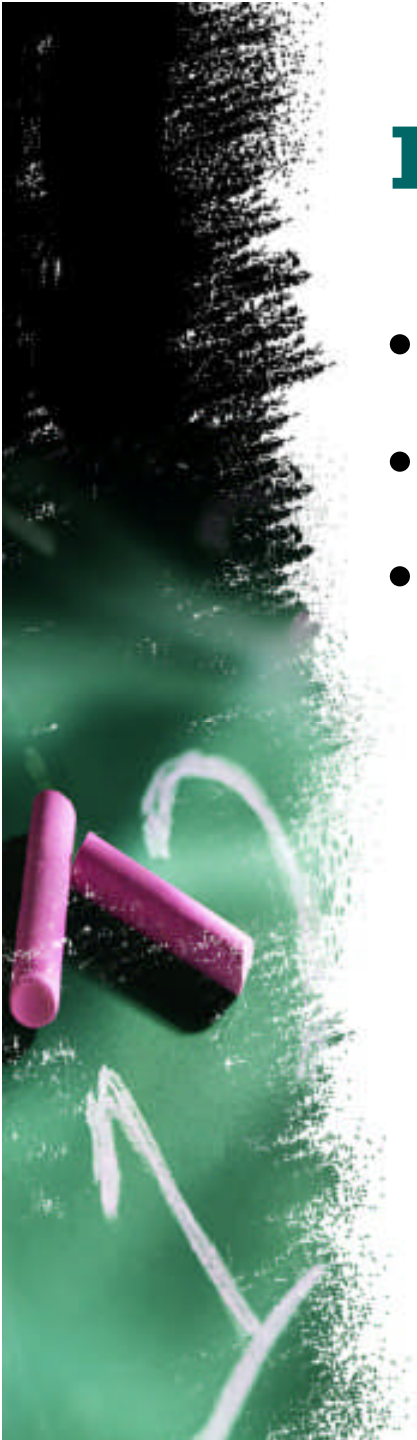


Background

- Charlotte raised – soon Lake James
- UNC-Charlotte BA/Business – 1982
- UoPhx Online – MBA/e-Business - 2006
- Computer South – Retail Stores NC/SC
 - *First graduating class IBM Personal Computer in August 1981 – 4.77MHz 8088 CPU!*
- Piedmont Technology Group – CAD/GIS
- Sun Microsystems – Education/Research Sales and Academic Grant Administrator. Managed team of 15 – #1 out of 2300 sales teams in '07

Interest in OVTA

- Lake James – 1780 Community
- Linear National Park
- Bowen / Jenkins Clan



Grant Experience Out There?





Grant Resume 2003 - 2007

- North Carolina Community College System – 58 schools – average grant size \$50K
- South Carolina Technical Colleges \$50K
- Universities / Teaching Hospitals \$100+K
 - *Clemson University*
 - *Duke University*
 - *Medical University of South Carolina*
 - *Wake Forest University*
- Clemson ICAR (BMW, Michelin) Matching Grant \$8+Million
- Success Rate = 90+%



Major Sources of Funding Solicited

- Solicited Funds
 - *Publicized grants, Getting harder and harder to find – grants.gov*
 - *Even harder to prevail – highly competitive*
 - *Strings attached?*
 - *Tendency to adjust program needs to suit the grantor versus aligning with the specific needs of the non-profit.*
 - *Increased focus on minority, a.k.a. “underserved,” “marginalized” communities*



Major Sources of Funding

Unsolicited

- Unsolicited Funding Requests / Letter of Inquiry
 - *In my experience, the best way to source funds*
 - *Less strict, more adaptable to the specific needs of the grantee*
 - *Less competition*
 - *Re-funding more likely than solicited funds*
 - *Relationship based, less sterile than solicited funds*



Where to find unsolicited grantors

➤ *Corporate Websites*

- “Corporate Responsibility” – Look for titles such as Community Relations, Social Responsibility, Local Initiatives, Corporate Giving or Foundations
- Many large corporations give 5% of profits

➤ *“Social Entrepreneurship” – skoll.org – Jeffrey Skoll, first full-time employee of eBay and President, not Meg Whitman - \$2B cash out*



Giving in 2009 - Forecast

➤ *According to The Foundation Center, some foundations are actually increasing support. These include:*

- Bill & Melinda Gate Foundation (WA)
 - Assets declined 20% in 2008
- John D. & Catherine T. MacAuthur Foundation (IL)



Giving in 2009 – Forecast (cont.)

- *In their just released March report, The Foundation Center lists the following foundations as reducing their 2009 giving.*
 - William and Flora Hewlett Foundation (CA)
 - David and Lucile Packard Foundation (CA)
 - Starr Foundation (NY)
 - McKnight Foundation (MN)
 - Daniels Fund (CO)
 - Anschutz Foundation (CO)
- *Madoff Casualties*
 - Chais Family Foundation
 - JEHT Foundation
 - Robert I. Lappin Charitable Foundation
 - Picower Foundation

Finding Sources of Funds

- Not sure about this approach....



Matthew Lesko

“Free Money From The Government”





Finding Sources of Funds (cont.)

- Where to find grantors?
 - *Focus on Foundations & Corporate Philanthropy*
 - Philanthropy News Digest
 - RFP Bulletin www.foundationcenter.org
 - GrantStation Insider www.grantstation.com
 - Fundsnet Services www.fundsnet services.com
 - Annual Reports – great source for previously funded grants – financial tab on website
 - IRS Form 990 info – GuideStar www.guidestar.org
- *Research the grantor especially with respect to current/past funding history*



Be careful what you ask for....

- What are your funding goals? Why?
- Clearly define how much money is needed and how it will be used.
- Proper planning eliminates the panic of getting funded and then asking “now what?”



Lessons Learned

- Establish a Grant Team
 - *Can be local or virtual – use word processing “track changes” tool. OpenOffice.org*
 - *“Calling all writers and storytellers” – using a blend of statistics and imagery, the applicant must convincingly explain how the grant dollars will solve a problem that must be solved.*



Know your audience

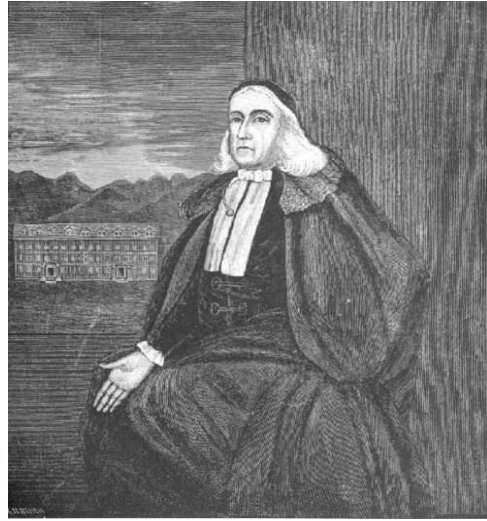
- State the problem
- Paint a picture of the people who will be served
- Use imagery that illustrates “gloom, doom, drama, and trauma.” Help the reader visualize the benefits that will result from funding.
- Highlight the benefits to the foundation, and therefore the individual, if he/she decides to fund your project. Not hearing much about anonymous philanthropy.
- John Scully story



Guiding the Grantor to “Yes”

- Compel the grantor to action by making the problem real on an emotional level and then lead them to an inescapable conclusion that your request must be funded.
- Storytelling = writing that leads to action driven by an emotional connection to the story....or cause.
- People want to be inspired and associated with goodness...”warmth, humanity, and heart.”
- Goosebumps led to a \$20M award in 1969 that has touched I suspect everyone in this room

Storytelling for \$\$\$ is not new

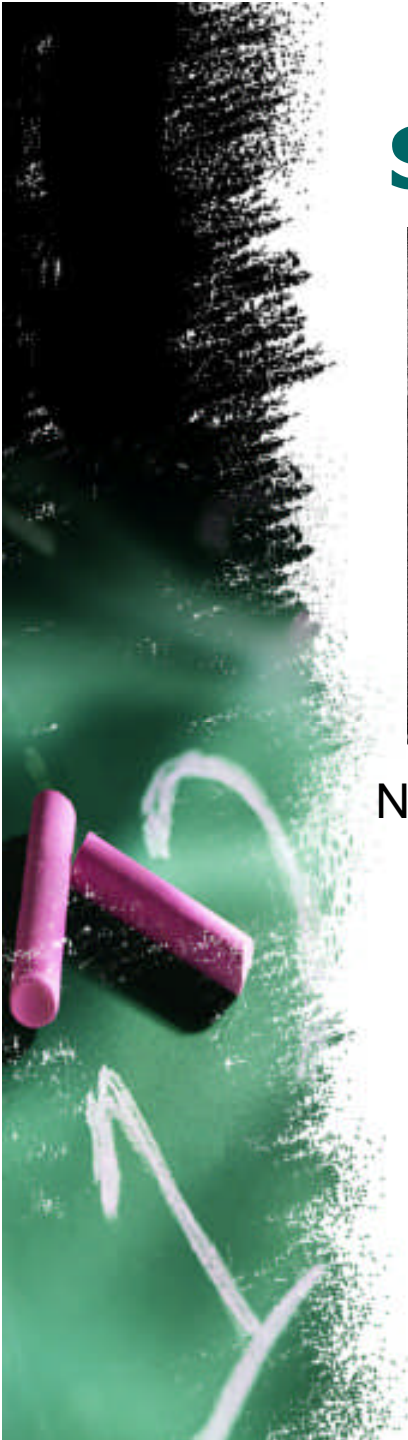


New England's First Fruits



Ann Pamela Cunningham
The Edgar Allan Poe Society

Ann Pamela Cunningham



\$20 Million Goosebumps





Q&A

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Suggested Reading / Websites:

- *“Writing for a Good Cause – The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits”* by Joseph Barbato and Danielle S. Furlich
- *“Storytelling for Grant Seekers – The Guide to Creative Nonprofit Fundraising”* by Cheryl A. Clarke
- *“Grant Writing for Dummies”* – by Beverly A. Browning
- *“Fundraising in the United States: Its Role in America's Philanthropy”* by Scott M. Cutlip
- *“Ask Without Fear!”* by Marc A. Pitman
<http://fundraisingcoach.com/meet-marc/>
- Association of Fundraising Professionals (AFP) <http://www.afpnet.org/>
- *The NonProfit Times* <http://www.nptimes.com>

How are my Heels doing???

