Welcome

We'll be getting started promptly at the top of the hour.

In the meantime, feel free to share where you're joining from in the chat panel!

Advanced Proposal Writing Workshop

October 12, 2023

Presenters

Dave Holmes

Educational Programming Manager
he/him/his

Tracy Kaufman

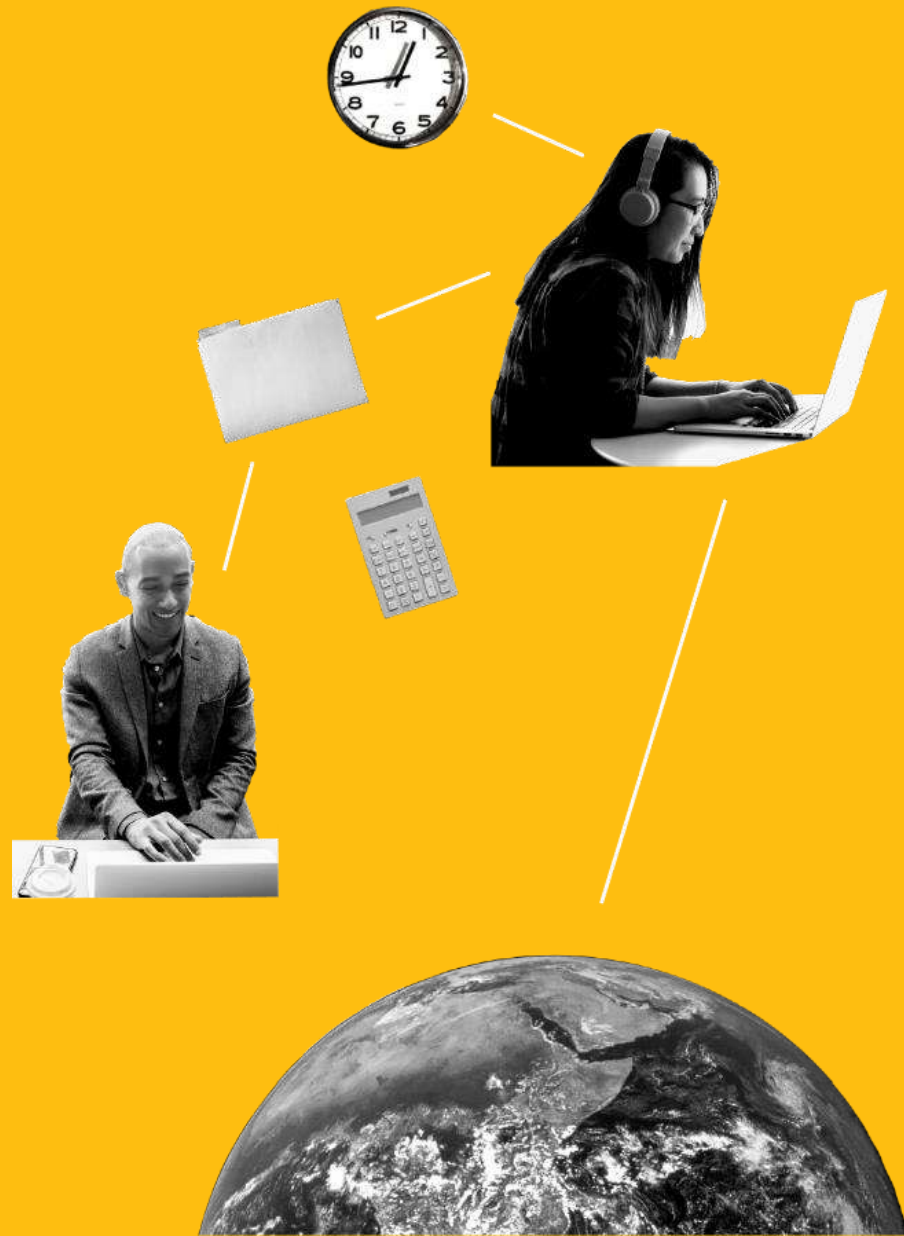
Educational Programming Manager
she/her/hers

Thank you!

Thanks to the San Manuel Band of Mission Indians for organizing this training session!

Candid.

Every year, millions of nonprofits spend trillions of dollars around the world. Candid finds out where that money comes from, where it goes, and why it matters. Through research, collaboration, and training, Candid gets you the information you need to do good.



Yes, we are recording today's presentation.

You will receive a link to the recording via email in the next 48 hours.

Upon completion of this training, you should be able to:

- Explain what grantmakers consider a successful proposal
- Adapt your LOI and/or proposal draft to fit a prospective funder
- Review and assess a proposal for fit

Poll

What is your experience with proposal writing?

Watch the Video:

What makes a good fundraising proposal?

The proposal writing process - a review

- **Planning:** The first important step
- **Researching:** Finding the right fit
- **Writing:** …and editing!
- **Formatting:** Grantmakers are moving towards online formats

Foundation Directory

Unsurpassed in:

- Scope: 240K+ funders, 2M+ recipients, 4M+ grants added yearly
- Depth: Detailed profiles of funders, grants, recipients, companies
- Currency: Updated daily

Where to freely access *Foundation Directory*

Visit/contact our Funding Information Network Partners:

learning.candid.org/find-us/

Evaluate prospects for strong or weak fit

Ask yourself these five questions as you review each prospect:

1. Do I meet this funder's requirements?
2. Is my mission or project's goal a priority for this funder?
3. How big are the grants?
4. Does this funder support organizations like mine?
5. Do I know anybody associated with this funder?

Sample Grantmaker Outline

Review: Typical proposal/LOI elements

- Executive Summary
- Narrative
  - Statement of Need
  - Project Description
  - Organization Information
  - Conclusion
- Budget
- Supporting Materials

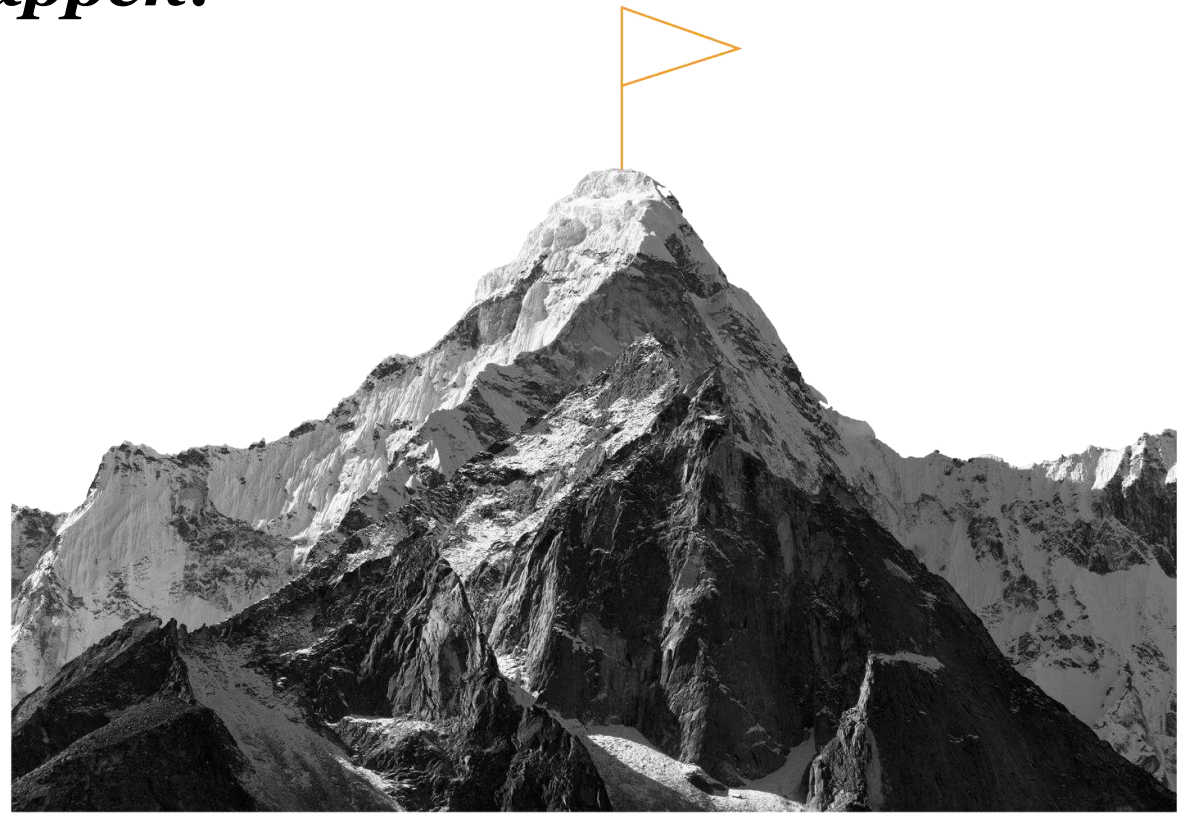
Customizing a request for a particular funder

What specific need are you addressing?

- ***Is that need named by the funder?***
- ***Do they use other words for it?***
- ***What elements do you address?***

What are you trying to achieve?

- ***What does the funder want to happen?***



What are your strategies for making it happen?

- ***What role can the funder play in this?***
- ***Do they emphasize collaboration?***
- ***What do they NOT support?***

How do you know if you're successful?

- ***How does the funder define success?***

Why are you the best organization to do this work?

- ***Do you have a relationship with this funder already?***
- ***How well do they know you?***

How will the project sustain itself in the long run?

- ***Who else** is supporting you?*
- ***How does the funder fit in with your fundraising plan?***

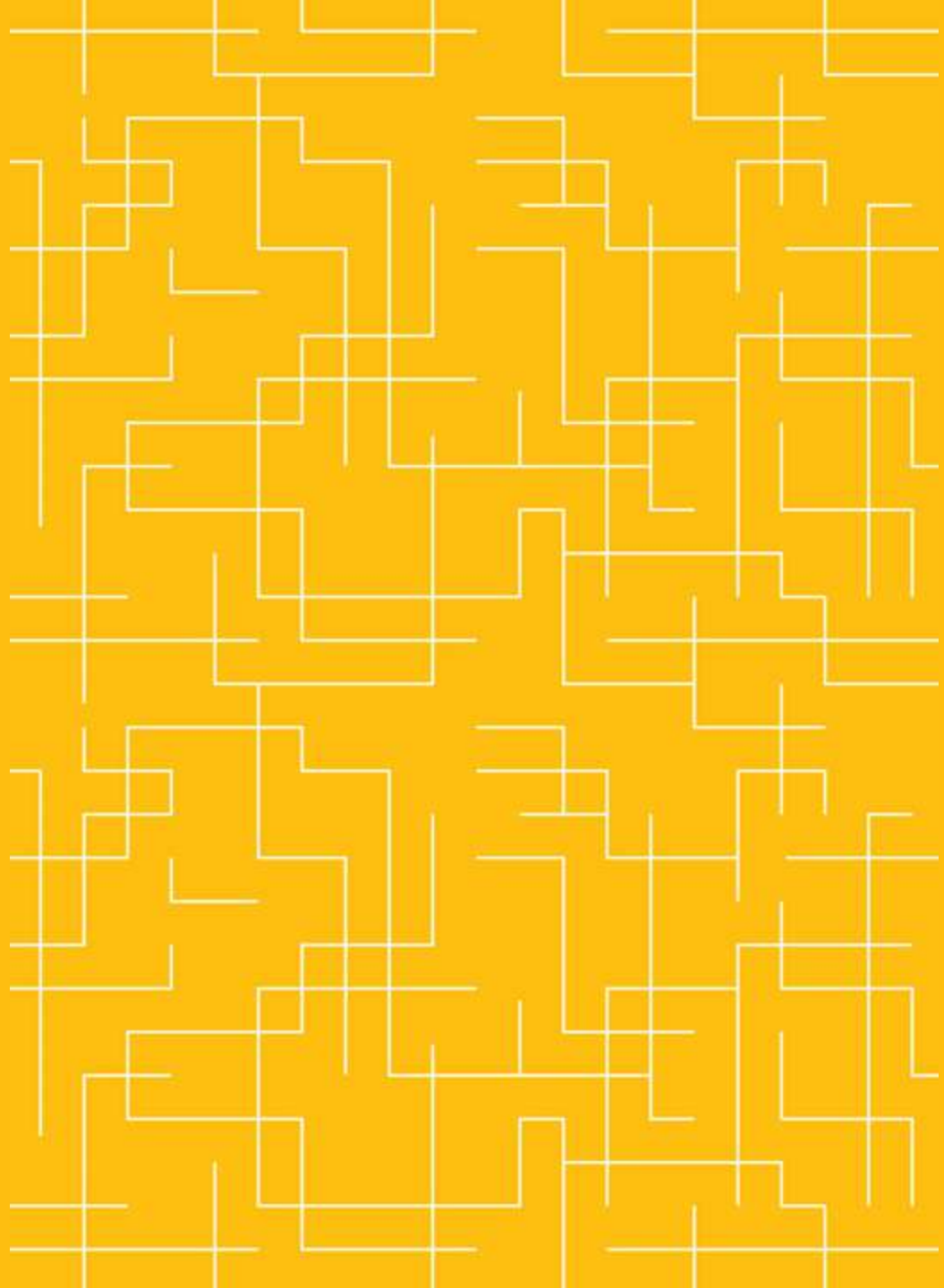
Conclusion

- ***Anything else** to mention about your relationship to the funder?*

Sample Basic LOI
and
Sample Customized LOI

Breakouts

How did this grantseeker customize the request to this funder?



Discussion

- What were some differences you noticed from the general LOI vs. the targeted one?

- Put your self in the funder's role – which would you rather receive and why?

Questions?

How did we do?

Your feedback is important to us! Please take a moment to fill out our course survey:

Thank you

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bit.ly/CandidLearningNewsletter