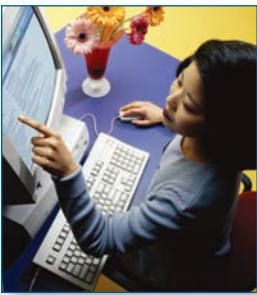


Tips for Finding—and Getting!—the Funding You Need

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For over half a century, we've helped our customers communicate practical and targeted messages that help people improve the quality of their lives.*

Before Completing a Request

Before you complete a request for funding or a grant application:



- **Do your homework** by identifying as many public and private funding sources as possible! Get started by visiting www.channing-bete.com/funding.html. Keep in mind that public funding sources include federal, state, and local funding, and private funding sources include private foundations, companies, parent-teacher groups, services and fraternal organizations, and community and education foundations.



- **Consider creating a small circle of trusted advisors**—drawn from both outside and within your organization—who can help you identify funding opportunities, structure proposals, and review application documents.



- **Work with your program staff to be sure your information is up-to-date and relevant.** They can also provide you with data, anecdotes, and client testimonies that you might not otherwise have.

- **Obtain guidelines, annual reports, and other pertinent information** from the potential funder before writing a grant proposal. Use this background material to tailor your proposal to match the funder's general mission and specific application requirements.



- **Think “win-win-win”!** Ask yourself these questions: How will receiving this funding help the people my organization serves? How will receiving this funding help my organization? How will awarding this funding to my organization help the donor/funder? (This last item is particularly relevant when seeking funding from private sources.)



- **Before submitting your grant proposal,** be sure you have the most recent contact information for the funding source.

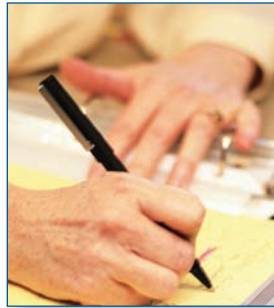


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Developing, Writing, and Formatting

When developing, writing, and formatting a request for funding or a grant application:

- **Always try to be brief, concise, and to the point.** There is no relationship between the length of a proposal and your chances of being funded.
- **In writing your proposal, avoid the use of qualifiers** such as “might” or “could” with verbs. “Will” projects a sense of organizational clarity and confidence.
- **Avoid jargon whenever possible.** The goal of your proposal is to convey your organization’s funding requirements and qualifications as clearly as possible, not impress reviewers with your mastery of the latest professional catch phrases.
- **Be sure to use consistent formatting within the document**—margins, indentations, use of italicized and bold text, and so on. A consistent layout makes the proposal easier to read and appear more professional.
- **Carefully adhere to application guidelines,** as requirements can be complex, with very specific instructions.



- **Resist the temptation to force information into limited space** by using very small fonts, unusually narrow margins, or other formatting “tricks.” These actions only make your material more difficult to read, potentially annoying the reviewer—exactly the opposite response you’re looking for!
- **Read your proposal out loud.** This will help you find spelling errors that spell check cannot (e.g., “curse” instead of “course”). It will also help you detect overused phrases that can be replaced or deleted completely.
- **Have someone outside of your organization read your proposal** for both style and content after it has gone through two drafts and before you write the final draft. If this person understands your approach, it is likely that potential funders will as well.
- **Don’t send a lot of unessential attachments.** Many grant makers will specify what to send. Don’t send more than they request.

After Submitting an Application

After you have submitted your request or application:

- **Keep a copy of your application,** both in case the original application isn’t received and to use in developing future grant proposals.
- **Keep in touch with your funding sources if you are awarded a grant**—and be sure to send progress reports.



- **Send a thank-you note**—no matter the outcome of your application or proposal.
- **Remember to get free access to current funding opportunities** by visiting www.channing-bete.com/funding.html.