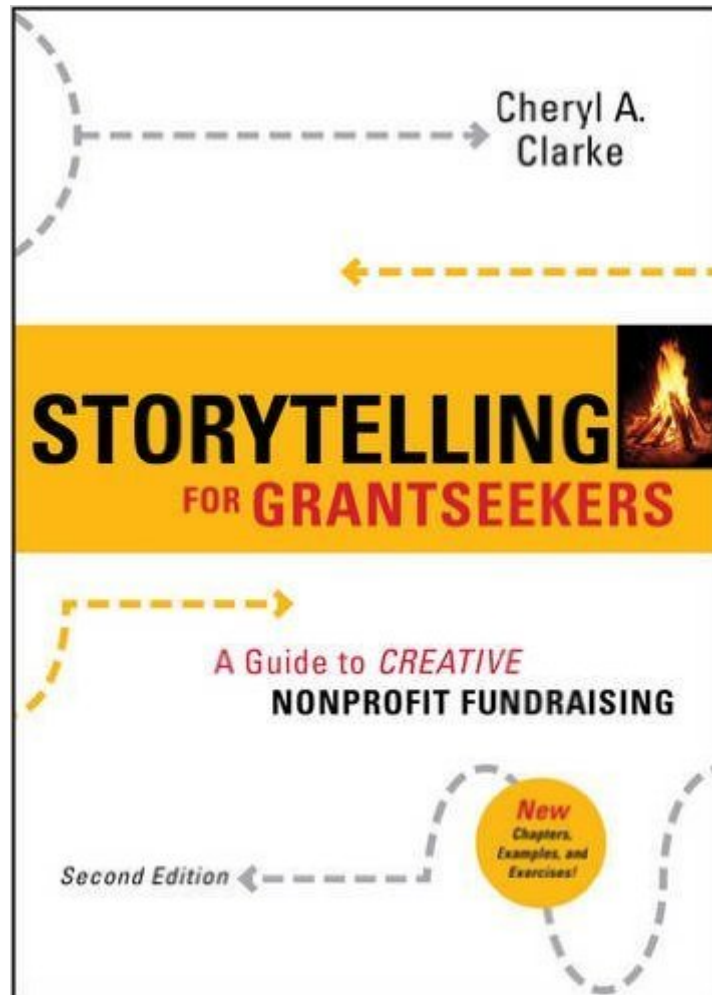


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# Storytelling For Grantseekers: A Guide To Creative Nonprofit Fundraising



## Synopsis

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

## Book Information

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## Customer Reviews

I kinda liked this book. Until now I have made it a point to avoid writing a book review for any nonprofit fundraising books on grant writing. I guess I am breaking with tradition for this book because I see some redeeming value to it. The first edition for this book came out in 2001 and had two less chapters and no appendix. Also, chapters 2, 3 and 6 of the original edition have been reworked for the new edition. I suspect I will be posting a Search Inside feature for this book in the next month or so. As a result, I won't be listing the chapter titles here. However, if they are not listed then I encourage you to examine the Search Inside feature at [www.wiley.com](#) for the first edition. See ISBN: 9780787956301. The new or updated chapters are: 2. Research & relationships: Finding & cultivating your audience 3. The short story: Writing letters of inquiry 6. Goals, objectives, & methods: Making changes by addressing the problem 11. Site visits & beyond: Interacting with funders 12. Beyond grants: Applying the storytelling method A. The final manuscript: Two letter proposal samples The book includes numerous examples of inquiry letters, introductions, location descriptions, cases for support (needs), goals-objectives-desired outcomes, and executive summaries. I found them all to be well done. This book is all about how to make a grant proposal readable. And I wish it had stuck to that topic alone, because when it moved into the realm of research and packaging the grant proposal that is where I had problems. Two books that might be of interest to the reader of this book are: "What's Your Story?" (ISBN: 9780132277426), and "Developing Your Case for Support" (ISBN: 9780787952457).

Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising Grantwriting books are, unfortunately, often as confusing and tedious as the process itself. Clarke's book, "Storytelling for Grantseekers" is a welcome reprieve from the jargon-laden books that have been the standard-bearers for the past 20 years or so. From the conversational tone to the organization of the book, she's made it easy to follow, with real examples that clearly illustrate her points. Most metaphors only go so far, but in storytelling Clarke has found perhaps the best way of explaining in comprehensive terms the process of writing a proposal. She doesn't take the idea too far; instead, she relates it in concrete, reasonable terms without oversimplifying the process. Clarke's storytelling model would also work well in a grantwriting course or workshop. She takes a common-sense approach to explaining some of the more arcane aspects of grantwriting, and brings humor into the

process without sounding trite or condescending. Especially important and unique to Clarke's approach are the budget and cash-flow sections. Instead of presenting a budget as a 'necessary evil' that is secondary to writing the proposal, she argues that the budget is essentially a translation of the proposal into numbers, and is equally important in telling a nonprofit's story. She offers clear explanations and provides effective tools and examples to follow. Most nonprofits do not take the important step of creating a cashflow chart for their organization. In these lean times, cashflow is critical to ensure a program or project's success.

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