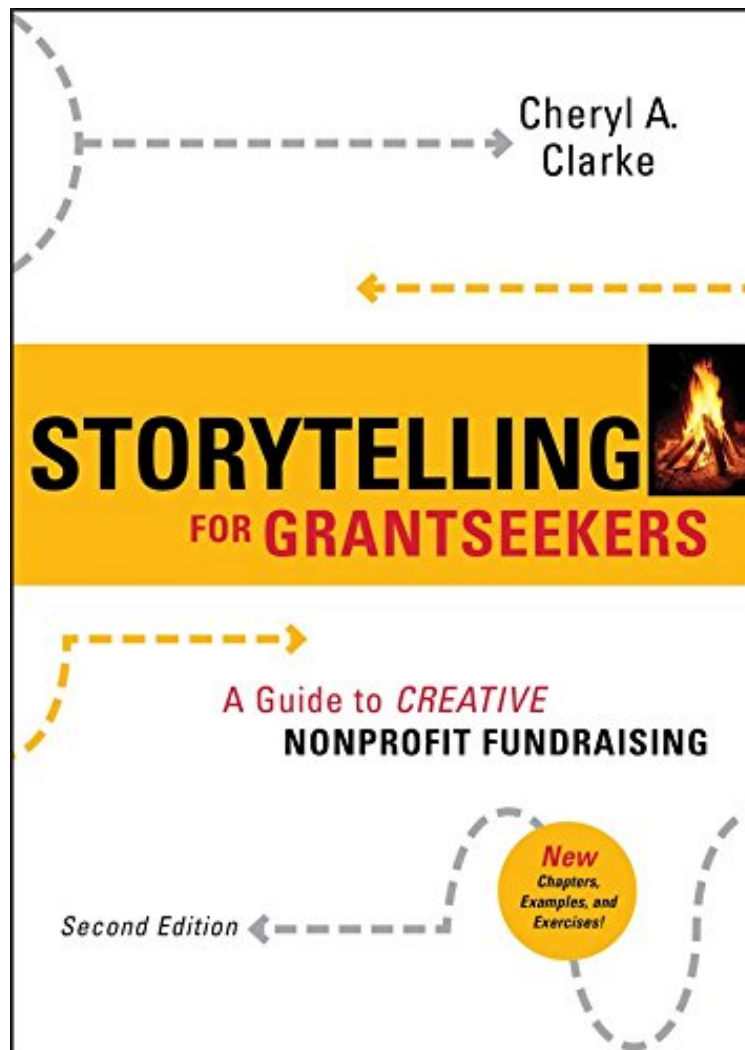


Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising

Cheryl A. Clarke

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Cheryl A. Clarke : Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising before purchasing it in order to gage whether or not it would be worth my time, and all praised Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising:

2 of 2 people found the following review helpful. Storytelling for Grantseekers: A Guide to Creative Nonprofit FundraisingBy Betty J. ThomasI loved this book. It was interesting and full of writing information to make the proposals more interesting. By using the storytelling method, the proposal will be easier to read and more natural. However, it doesn't take away from the technical material that has to be in the proposal.I would recommend this book to anyone writing proposals. It will add to the skills that a technical writers already has. It is very easy to read. I didn't

want to stop reading it. 1 of 1 people found the following review helpful. Excellent resource
By Michele K. This is the second time I am reading this wonderful guide to grantwriting. It's an excellent resource for grant writers, fundraisers and other nonprofit professionals seeking grants. Cheryl Clarke uses the art of storytelling as a framework for writing grants. It's a great way to get your grant in front of funders. I highly recommend this guide.
0 of 0 people found the following review helpful. This is a great read!
By Ashley Pollock Very enlightening. This approach to grant writing is creative and encouraging. It helped guide me through the process. It is worth your time.

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

From the Back Cover **STORYTELLING FOR GRANTSEEKERS** This second edition of the best-selling book *Storytelling for Grantseekers* contains all the resources and information needed to help craft a persuasive summary, package a compelling narrative story, and create a short story approach to letters of inquiry. Cheryl Clarke walks grantseekers through all the phases of developing an effective proposal and highlights the creative elements that link components to each other and unify the entire proposal. Clarke also stresses the larger grantseeking effort, one that emphasizes preparation, working with the entire development staff and board of directors, and maintaining positive relations with funders. Using this resource, new and seasoned grantseekers will discover how to channel their passion and creativity to tell their organization's tale and create winning proposals. Completely revised and updated, this new edition contains: A collection of new illustrative examples Exercises that incorporate the storytelling approach Suggestions for planning and hosting successful site visits A helpful example of a full narrative proposal Information about how the storytelling approach applies to other fundraising communications such as appeal letters and case statements **PRAISE FOR THE SECOND EDITION** of *Storytelling for Grantseekers* "Clarke's book is easy to read and follow, and her contention that grantmakers will be persuaded by a compelling story that demonstrates both knowledge of program and need for funding is spot-on." —CATHERINE FISHER, trustee, The Thomas J. Long Foundation "Cheryl Clarke breaks down the steps of writing a successful grant proposal and makes the entire process as natural as that of sharing the story of all the good work that our organizations do in the world." —DOROTEA REYNA, director of development, California Institute of Integral Studies "I recommend her book to all my students." —VIVIENNE FRENCH, part-time faculty, Truckee Meadows Community College, Reno, Nevada "My first edition is worn out from good use." —JEAN THERRIEN, executive director, Neighborhood Family Practice
About the Author **THE AUTHOR** Cheryl A. Clarke is a fundraising consultant with more than 20 years of experience in the nonprofit sector. She works with a wide range of nonprofit agencies to improve their fundraising capacity. Clarke is also a much-in-demand trainer and speaker and has presented at several international conferences of the Association of Fundraising Professionals.