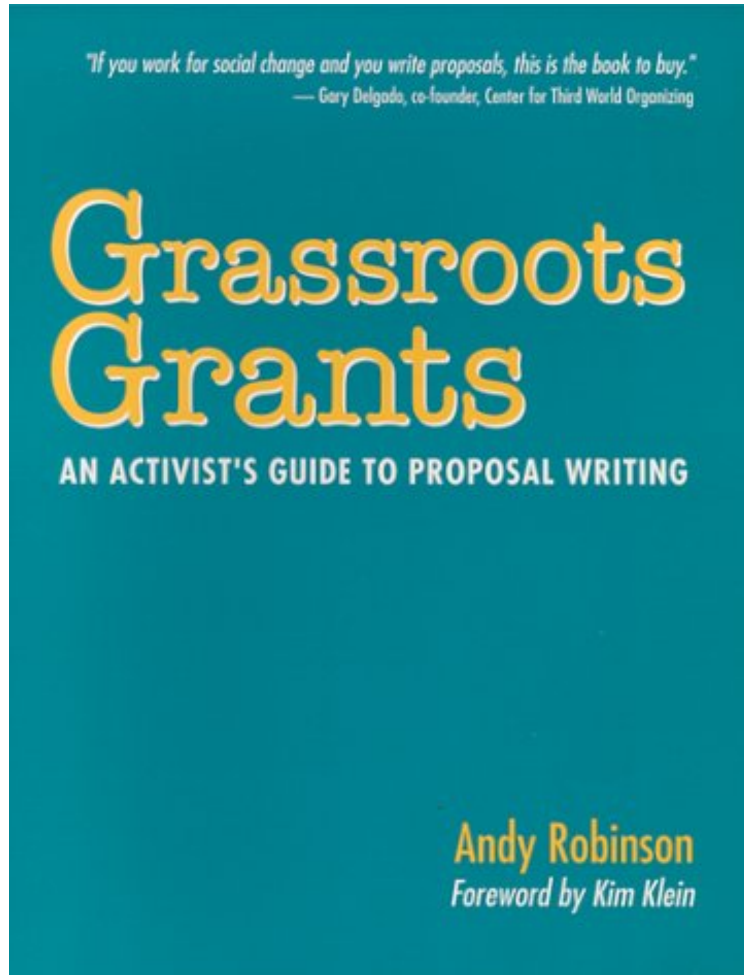


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Grassroots Grants: An Activist's Guide to Proposal Writing

Andy Robinson, Kim Klein

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Andy Robinson, Kim Klein : Grassroots Grants: An Activist's Guide to Proposal Writing before purchasing it in order to gauge whether or not it would be worth my time, and all praised *Grassroots Grants: An Activist's Guide to Proposal Writing*:

0 of 0 people found the following review helpful. Five Stars By AECGREAT book. Love everything Andy Robinson. He is my fundraising idol. :-)
1 of 1 people found the following review helpful. The Best Book On Grant Writing I Have EVER Read! By @kenita47 I have read many books on grant writing from supposedly top dollar grant writing professionals. However, this book is the ONLY book I've read that actually spoke to the startup nonprofits and gave a comprehensive approach to grant writing. It's an easy read and you can fully understand it. On top of that the author provides plenty of resources and examples. Chapter 6 alone increased the format of my proposal and improved my funding abilities easily. This is a must buy for any grassroots organization looking to improve their grant writing

ability. I love this book and will be using it over and over again! 11 of 11 people found the following review helpful.

Solid, big-picture advice By Center for Nonprofit Management If you come in to our nonprofit management support organization and ask for a book on grant proposal writing, there are two we'll pull out right away: *Grassroots Grants* and *Winning Grants Step by Step*. We're often asked which to choose. Of all the books we see, these are the two we most often recommend, but they do have different approaches. *Winning Grants Step by Step* takes a pragmatic tone. It accepts the rules of the game and offers to show you how to win within them. "Most funders prefer to give grants for new and expanding programs or in support of special projects and new ideas rather than for the general operating expenses of an organization or the ongoing costs of established programs," it explains. "Because funders have these preferences, this workbook uses the idea of creating a new program as the basis for developing a proposal." (The book does also give examples of core operating support proposals, and does start with a planning guide to help you see which programs fit your priorities). In the introduction to *Grassroots Grants*, on the other hand, the publisher shares her qualms about publishing a book about grants at all, preferring that the reader focus first on developing more renewable and less restricted gifts from individual donors. "This book is about two things: money and power," says *Grassroots Grants*, and calmly analyzes the dynamics of both in the grant proposal process. This big-picture view is in the end more pragmatic - it encourages you to take control of the grantseeking process by searching out those funders and pitching those programs that really best fit with what you are trying to do. Both books have excellent project planning guidelines. As *Winning Grants Step by Step* observes, "Generally, organizations will spend approximately 80 percent of their time planning a project and only 20 percent of their time writing and packaging a proposal," so this section is obviously very important. Both books ask questions such as "What is unique about your organization's project?" "Is anyone else working on a similar project?" "What members of your community support each project?" Both also contain useful information about finding appropriate funders, which is key to the process - much more important than your writing skills is finding the right funder who cares about projects like yours. Although *Winning Grants Step by Step* puts this information at the end in an appendix, you should really read it first, particularly the excellent section on corporate giving programs. *Grassroots Grants* contains very helpful guidelines about what to consider when deciding whether a funder is really a good fit for your organization, and detailed information about ways to develop good relationships with potential funders. The books have different approaches to how they help you with your own writing. *Winning Grants Step by Step* has a workbook format, with questionnaires you fill out as you go, so that by the time you have completed them you will have addressed most of the subjects covered in a typical proposal, and it will be easy to cut and paste the appropriate bits into the funder's preferred format. It comes with all the worksheets on a CD-ROM so you can fill them out electronically and reuse them. If you like project planning, but get nervous about the writing process, this format may help walk you through. *Grassroots Grants* has questionnaires throughout the text, and it has more examples of proposals, query letters, and other documents with notes on how they were developed. If you like to write by reading examples to inspire you to your own purposes, this book will suit you. Ultimately, these books complement one another. Even if you prefer the workbook format of *Winning Grants Step by Step*, the "big picture" you get from reading *Grassroots Grants* will help you answer all those questions. Likewise, if you prefer the style of *Grassroots Grants*, you can still benefit from the excellent sections on overhead costs and planning for sustainability in *Winning Grants Step by Step*.

Written for grassroots organizations working for social change, this book is a welcome addition to the literature on grant-seeking. Author and activist Andy Robinson describes just what it takes to win grants, including how grants fit into your complete fundraising program, using your grant proposal as an organizing plan, designing fundable projects, building your proposal piece by piece, and more. *Grassroots Grants* contains an analysis of four complete proposals, plus suggestions from forty foundation staff who fund groups working for social, economic, and environmental justice.

"A wealth of insider tips... Quite simply, this book will tell grassroots activists how to write better grants." -- Philanthropy News Digest "A manual for people who want to change the world." City Limits "A wealth of insider tips...Quite simply, this book will tell grassroots activists how to write better grants." Philanthropy News Digest "Reads like a cross between an expose and a how-to manual, with lots of nuts-and-bolts suggestions for improving your proposals." Terry Odendahl, former executive director, National Network of Grantmakers From the Publisher "A manual for people who want to change the world." City Limits "A wealth of insider tips . . . Quite simply, this book will tell grassroots activists how to write better grants." Philanthropy News Digest "Reads like a cross between an expose and a how-to manual, with lots of nuts-and-bolts suggestions for improving your proposals." Terry Odendahl, former executive director, National Network of Grantmakers