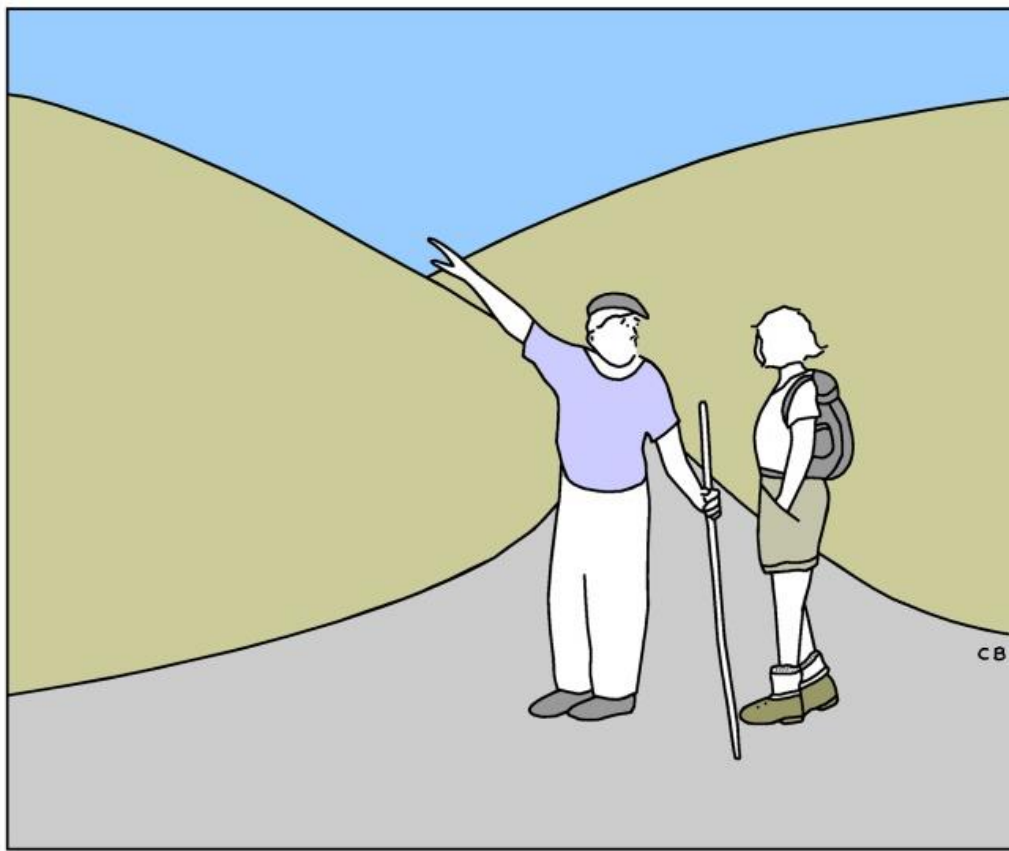# WRITE ON THE MONEY: BEYOND GRANT BASICS

"The best grants lie that-a-ways, Ma'am."

6.22.2023

Presented at the AFP Fingerlakes Conference,

Corning NY

WRITE ON THE MONEY – BEYOND THE BASICS

Murphy Grant Consulting LLC
www.murphygrantconsulting.com

(607) 351-8643

Murphy Grant Consulting
Changing the world. One proposal at a time.
Stacey Murphy
Grant Writing Consultant

(607) 351-8643
Ithaca, NY

Services   Examples & References   News & Updates   Contact

Murphy Grant Consulting, LLC

2022 success!

54 submitted → 42 funded → Over $8.7M

12 organizations

Thanks for a great 10th year in business!

www.murphygrantconsulting.com

BUT FIRST...SOME BASICS

Planning Ahead

Becoming Grant Ready

What makes for a great narrative?

Details Matter

A funder is not an ATM – Relationships matter, too.

BECOMING "GRANT READY"

Basic elements to have pulled together so you are READY TO GO when an opportunity comes!

-Board lists

-Financials: Audits and/or 990s

-Good, brief description of organization: Mission, vision, values, goals, history, brief list of programs/services

-Org chart

-Recent publication(s), articles, news clippings

-Data:

- data on those you serve;
- trends;
- information on emerging or increasing needs;
- descriptions of programs and services;
- proof that your programs are worth doing and that they work

-Testimonials

-Timing Considerations

PROJECT NARRATIVE/DESCRIPTION

- Who/what/when/where/why

- How to respond to three different elements of understanding in your reviewers:
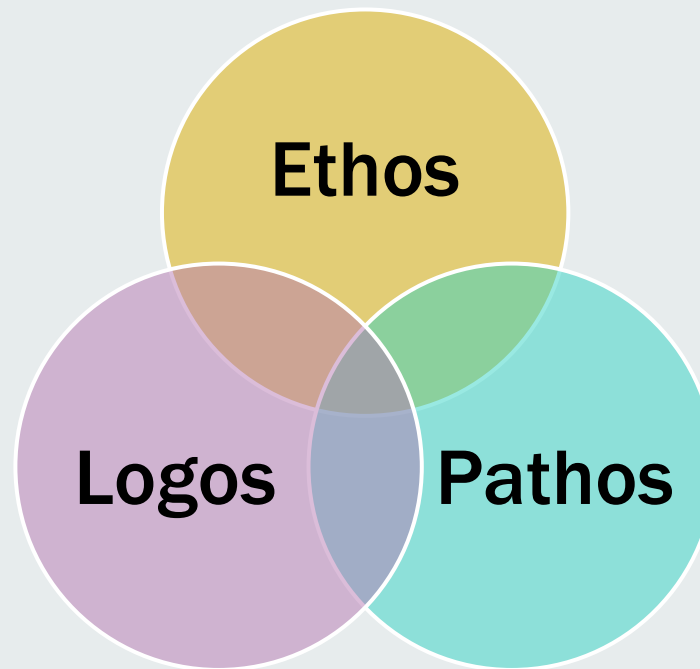
ETHOS

- Definition: Refers to ethical appeal, means to convince an audience of the author's credibility or character.

- In Grantwriting, how does this apply?

  Establishing your expertise on a topic:

  -Years of service

  -Track record in programming or of your staff

  -Awards, recognition,

  "the authority on" your topic

- Why it matters:
  - You will be responsible with funds
  - Your proposal will work

to be best in any
point of view.
Credibility
quality of being
believable or tr
stablished reli

PATHOS

- Definition: Refers to emotional appeal, means to connect audience members' hearts to the story being told.

- In Grantwriting, how does this apply?
    - Touches what they care about
    - Personal stories, testimonials
    - Improved situations or lives

- Why it matters:
   - Through you, they will be improving the world

LOGOS

- Definition: Strong Facts and Data

- In Grantwriting, how does this apply?
- Facts, studies and statistics that show your program or services are necessary
  - Can be studies in your field or your own data on needs or results
  - Outcomes

- Why it matters:
  - Funders with geographic interests want to meet the most pressing needs in their community
  - Want proof that your program is working
  - Applies to budgets, too

DISCUSSION: WHICH IS MORE IMPORTANT?
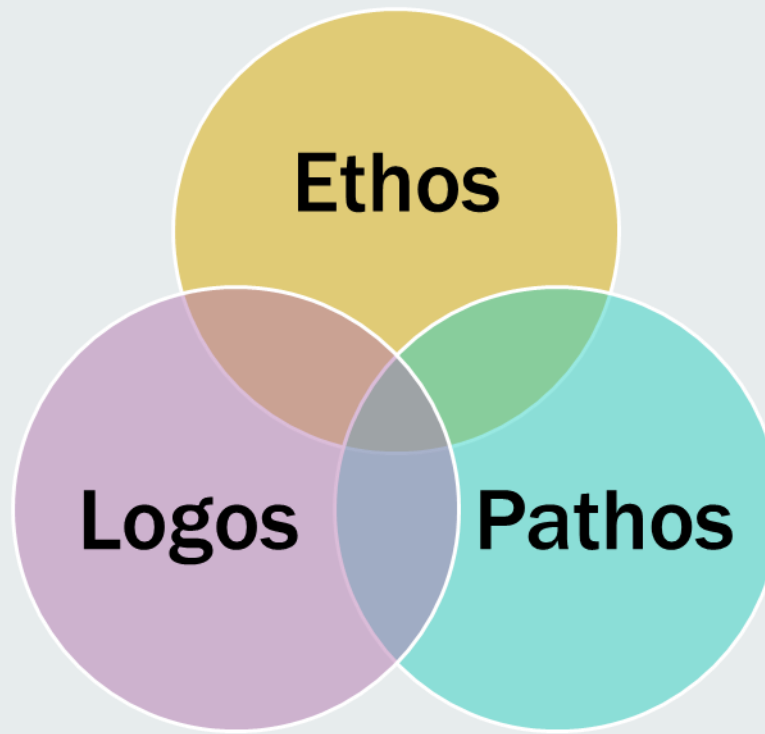
How to Not Get Funded

-Apply to the wrong funder.

-Skip some of the questions, or answer them out of order.

-Ignore details in the questions and application.

-Make typos and grammatical errors

-Miss the deadline

-Be non-compelling

-Do a bad job on a previous grant from them.

-Underestimate the importance of relationships with the donor.

"Fred, rumor has it you're closing in on some profound, elemental truths about the universe, and I wanted to remind you that our research funding specifically prohibits that!"

THE GRANT PROFESSIONALS ASSOCIATION

- Membership Organization

- Training, webinars, library, connection to other professionals, data on grantseeking, and more

https://grantprofessionals.org/

- https://grantprofessionals.org/page/granttips

NEW FUNDS: WHERE DO I START?

If you are looking for:	There is:
A list of local grantmakers and their guidelines	(Tompkins and Cortland) - The Human Services Coalition! http://www.hsctc.org/index.php?page=foundation-directory
Federal funds that might fit my project	Grants.gov or specific Departments www.grants.gov
NY State funds that might fit my project	Grants Gateway or specific Agencies http://www.grantsreform.ny.gov/ Or specific agency site
Free-of-charge current info on a specific funder's recent giving practices	GuideStar http://www.guidestar.org/

FREE!

NEW FUNDERS

| If you are looking for:	There is:
Information about foundations that might be interested in what I do	The Foundation Center https://fconline.foundationcenter.org/
	GrantStation https://www.grantstation.com/ Instrumentl https://www.instrumentl.com/

Also:

Social Media

Chat GPT - ?

WHAT IF THEY SAY NO UNSOLICITED APPLICATIONS?

Do you reach out anyway?

Exceptions:

- **If you or someone on your board knows someone there**

- **If they provide an address to share newsletters**

- **Social media linkage with them – if you share items they may develop an interest**

- **Don't invest much time here – if any**
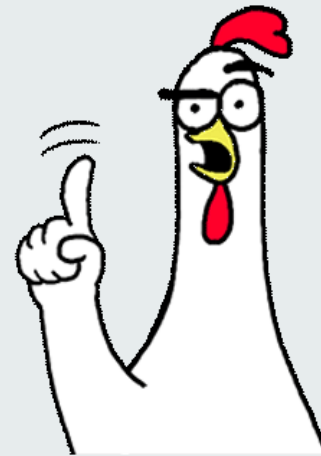
HOW DO I ANSWER WHEN I DON'T HAVE AN ANSWER?

A LITTLE ABOUT AI

Some development professionals are dipping their toes into using Chat GPT /other AI tools!
- Templates of thank you letters
- Templates for annual mailings
- Get leads on potential grant resources

- Not 100% credible, it makes mistakes but an interesting starting place

Grants4Good – Margit Brazda Poirer:

https://www.grants4good.com/ai-and-chatgpt-what-is-it-and-how-do-i-use-it/

- Reach out to her if interested in training!

QUESTIONS?

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THANK YOU!!