



How to Say It: Grantwriting: Write Proposals That Grantmakers Want to Fund

Deborah S. Koch

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A guide to writing grant proposals tailored specifically to a donor's interests, complete with step-by-step instructions and samples of winning proposals.

In grant-seeking, words can go where the applicant can't-the foundation boardroom, the corporation's headquarters-so it's important to use them as the strategic, powerful tools that they are. This book shows readers how to find, frame, and use words effectively to make the case for any organization and its projects.

Readers are provided the tools for crafting a grant proposal that speaks directly to the funder's interests. Grant-seekers will learn:

- How to find out which funders fit their project exactly
- Strategies for figuring out what each grant-maker is looking for
- Critical tips for crafting attention-grabbing proposals

Koch shows readers how to write with a point of view that is geared to the funder's interests and goals, while remaining true to the project. Packed with examples of winning proposals, and strategies for using words to inspire and convince, this is the must-have resource for any grant-seeker hoping to stand apart from the crowd.

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