

Grant Writing

Increasing the Odds of Acceptance

Foundation grants are easy money, right? The good news is, there are 86,000 grantmaking entities in the U.S.A., and together they give away about \$100 billion per year. The bad news is, only about 10% to 30% of grant applications are funded. It's easy to write a grant application that is rejected, and it's also a waste of time and money. So what increases the chance of success?

Research

Successful grant applications require:

- research to determine where there is a good fit between the mission of the organization and the priorities of potential funders.
- research into a specific foundation: what it likes to give to, its capacities, and what kind of approach is most likely to succeed with it.
- research on the organization that is seeking funding: what facts about this nonprofit are going to assure the potential funder that it is viable, well-run, and likely to bring good impact from the grant?
- research that demonstrates the organization knows what it is trying to accomplish, and knows how to measure the extent to which it is accomplishing those things.
- research related to the specific program or initiative the organization is seeking a grant for, to answer all the questions the potential funder might ask.

Writing

Pity the foundation leaders or staff members who have to slog their way through hundreds, or even thousands, of applications that are factual, yes, but drab, lifeless, unnecessarily technical, and dull. It's one thing to deliver the basic information. It's another thing to deliver a document that is engaging, interesting, lively, persuasive, and vibrant. A good grant writer is a good writer:

skilled with words, and able to take a decent idea and make it sound brilliant.

Perspective.

Nonprofit leaders spend their time thinking about the good things they are doing and how they could do more. Foundation people spend their time thinking about what investments are most likely to produce the kind of impact they hope for. A good grant writer understands what the potential funder is interested in and knows how to speak to that perspective.

If your organization could make good use of foundation funding, and you are looking for a grant writer who is strong in research, writing, and understanding the minds of funders, please contact Michael for a no-obligation, initial conversation.



Michael Jaffarian is a consultant to nonprofits. He served as the executive director of a thriving nonprofit in Singapore, has

worked as a professional researcher for 30 years, and is an effective writer, having written and published 180+ articles and book contributions. He also has conducted research for foundations and major donors, which has given him insight into their priorities. Michael helps nonprofits thrive and change the world!

+ emichaeljaffarian@gmail.com

+ 541.731.0961

+ www.michaeljaffarian.com