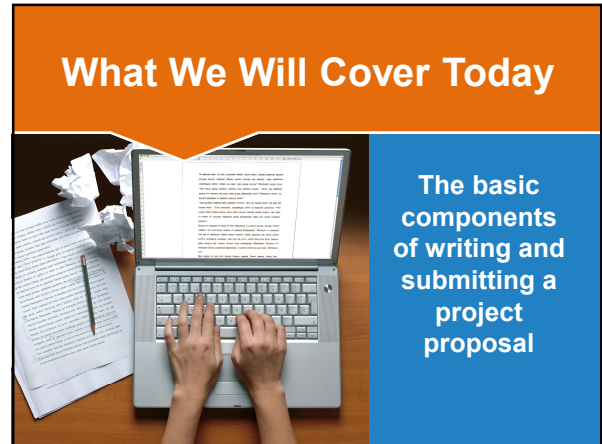
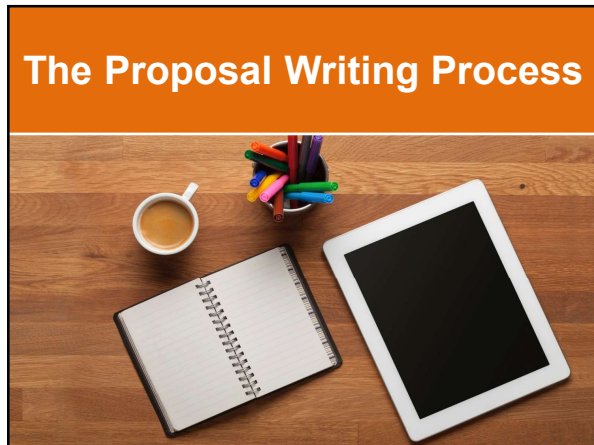


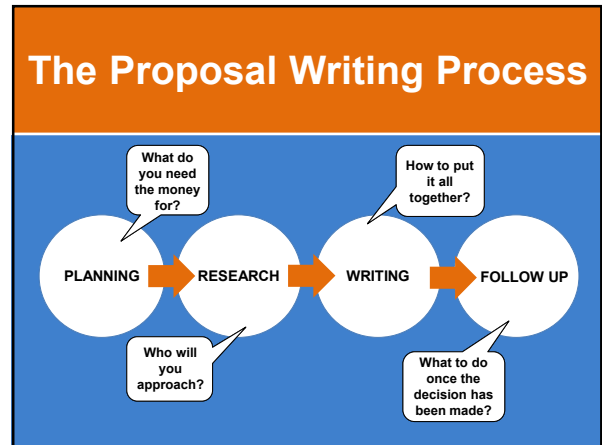
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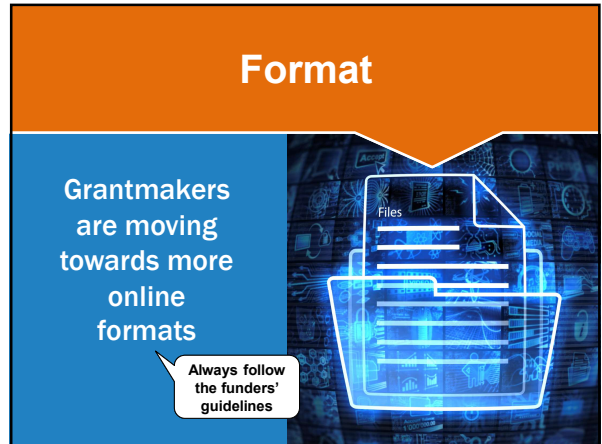
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12


What Funders Really Want To Know



What are your strategies for making it happen?

13

What Funders Really Want To Know



What is your specific plan of action?

Think of your proposal as an organizing plan

14


What Funders Really Want To Know



How do you know if you're successful?

15

What Funders Really Want To Know



Why are you the best organization to do this work?

16

What Funders Really Want To Know



How will the project sustain itself in the long run?

17

Conclusion

Tailor it to speak to THIS particular funder's guidelines and interests

18

Executive Summary

How do I reduce everything down to one page?

19

Supporting Materials

Follow the funder's guidelines
Include EVERYTHING
(and very little of anything else)
For online applications, it's ok to add links where possible

20

FOLLOW UP



21

FOLLOW UP



Keep the funder informed
Be responsive
Do what you said you were going to do

22

FOLLOW UP

It's not personal
Find out why
Ask about future funding
Move on; seek other prospects



23

KEY TAKEAWAYS



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