

Proposal Writing Basics

A Resource List

Barbato, Joseph; Furlich, Danielle S. *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits*. New York, NY: Simon & Schuster, 2000. Practical advice about the art and craft of writing related to fundraising proposals, as well as case statements, newsletters, and other communications devices used by a typical development office. **Call Number: 765 BAR**

Browning, Beverly. *Perfect Phrases for Writing Grant Proposals*. New York, NY: McGraw Hill, 2008. The guide provides sample phrases to help proposal writers select the right wording to describe their organizations or projects. **Call Number: 770 BRO PER**

Browning, Beverly. *Perfect Phrases for Writing Grant Proposals*. New York, NY: McGraw Hill, 2008. The guide provides sample phrases to help proposal writers select the right wording to describe their organizations or projects.

Brown, Larissa Golden; Brown, Martin John. *Demystifying Grant Seeking: What You Really Need to Do to Get Grants*. San Francisco, CA: Jossey-Bass Publishers, 2001. Confronts some common ideas about the fundraising process and offers the building blocks of a systematic grants effort. The authors present a five-step grantseeking cycle, and advice about setting up office space, materials, and files for efficient use. Appendices include worksheets for each step of the cycle, and a complete sample proposal. **Call Number: 710 BRO DEM**

Carlson, Mim. *Winning Grants Step by Step: The Complete Workbook for Planning, Developing and Writing Successful Proposals*. 2nd ed. San Francisco, CA: Jossey-Bass Publishers, 2002. This workbook contains instructions and exercises designed to help with proposal planning and writing, and to meet the requirements of both government agencies and private funders. Provides a special resource section that includes how to research funders, how to evaluate a proposal through the funder's eyes, and a bibliography. **Call Number: 770 CAR**

Clarke, Cheryl A. *Storytelling for Grantseekers: The Guide to Creative Nonprofit Fundraising*. San Francisco, CA: Jossey-Bass Publishers, 2001. Clarke puts forward the notion that proposals share much with great stories: characters, setting, and plot. She shows proposal writers how to craft documents that include elements of drama. The book also covers the research process and cultivation. Includes a sample letter of inquiry and sample budgets, as well as information on packaging the proposal. **Call Number: 770 CLA**

Clark, Cheryl A.; Fox, Susan P. *Grant Proposal Makeover: Transform Your Request From No to Yes*. San Francisco, CA: Jossey-Bass Publishers, 2007. Provides advice on the finer points of proposal writing, and includes many sample documents. **Call Number: 770 CLA FOX**

Collins, Sarah (ed.). *The Foundation Center's Guide to Winning Proposals*. New York, NY: The Foundation Center, 2003. The book reprints in their original form 20 proposals and four letters of inquiry that succeeded in securing foundation support. Each proposal is accompanied by commentary by the funder who awarded the grant and proposal writing advice. **Call Number: 780 FC WIN**

Geever, Jane C. *The Foundation Center's Guide to Proposal Writing*. 5th ed. New York, NY: The Foundation Center, 2007. Guides from pre-proposal planning to post-grant follow-up. Incorporates excerpts from actual grant proposals and interviews with foundation and corporate grantmakers about what they look for in a proposal. Includes chapters on researching, contacting and cultivating potential funders, as well as a sample proposal and a selected bibliography on proposal development. **Call Number: 770 GEE PRO**

Geever, Jane C.; Sanusian, Silvia R. (trans.). *Guía para escribir propuestas [in Spanish]*. New York, NY: Foundation Center, 2008. Spanish translation of *The Foundation Center's Guide to Proposal Writing* (above). **Call Number: 770 GEE GUI**

Golden, Susan L. *Secrets of Successful Grantsmanship: A Guerrilla Guide to Raising Money*. San Francisco, CA: Jossey-Bass Publishers, 1997. Provides a step-by-step method for navigating the grantmaking process. Offers strategies for conducting effective prospect research; making initial conversations with grantmakers; and preparing, submitting, and following up on grant proposals. Includes bibliographic references and index. **Call Number: 770 GOL**

Margolin, Judith B. (ed.); Lubin, Gail T. (ed.) *The Foundation Center's Guide to Winning Proposals II*. New York, NY: Foundation Center, 2005. A companion to The Foundation Center's Guide to Winning Proposals (see reference above), volume II includes more than 30 new proposals from some of the nation's most influential funders. In addition to cover letters and budgets, volume II includes winning proposals for general operating support, special projects, seed money, evaluation, capacity building and other needs. **Call Number: 780 FC WIN 2005**

Margolin, Judith B. (ed.); DiMaio, Elan K. (ed.) *The Grantseeker's Guide to Winning Proposals*. New York, NY: Foundation Center, 2008. The third volume in the Foundation Center's Guide to Winning Proposals series includes 35 funded proposals in a variety of formats. Each proposal includes commentary from the grantmaker who approved the request, providing insight into how foundation executives evaluate proposals. The book reprints proposals for a range of requests including special projects, general operating support, program development, capacity building, evaluation, and staffing/salaries. In addition, there are separate chapters with examples of budgets and cover letters. **Call Number: 780 FC WIN 2008**

Miner, Lynn E.; Miner, Jeremy T. *Proposal Planning and Writing*. 3rd ed. Westport, CT: Greenwood Press, 2003. Covers the proposal development process focusing primarily on protocols for federal government grants, but also covering the standard elements of proposals to private foundations and corporate funding sources. Presents many examples taken from successful proposals. **Call Number: 770 MIN**

New, Cheryl Carter; Quick, James Aaron. *How to Write a Grant Proposal*. Hoboken, NJ: John Wiley & Sons, 2003. New and Quick include the key elements of standard proposal formats, including the executive summary, need statement, project description, evaluation, and budget. Each chapter contains examples and checklists. **Call Number: 770 NEW**

Robinson, Andy. *Grassroots Grants: An Activist's Guide to Grantseeking*. 2nd ed. San Francisco, CA: Jossey-Bass Publishers, 2004. Presents a pragmatic look at how foundations function and how grantseeking fits in with an overall fundraising strategy for grassroots activists. Step-by-step guidance on how to achieve success is provided, and several sample proposals are included. **Call Number: 770 ROB**

Scanlan, Eugene A. *Corporate and Foundation Fund Raising: A Complete Guide From the Inside*. Frederick, MD: Aspen Publishers, 1997. An overview of the various types of corporate foundations and giving programs, as well as private and community foundations is presented, followed by appropriate techniques of approaching them effectively. **Call Number: 720 SCA**

Teitel, Martin. *"Thank You for Submitting Your Proposal": A Foundation Director Reveals What Happens Next*. Medfield, MA: Emerson & Church, 2006. Provides advice to grantseekers about proposal fundamentals, the use of letters of inquiry, site visits, communications with funders, and the reality of board decision-making. **Call Number: 770 TEI**

INTERNET RESOURCES

Foundation Center's FAQs: foundationcenter.org/getstarted/faqs

The Frequently Asked Questions (FAQs) section in the "Get Answers" section of the Foundation Center's Web site addresses a broad spectrum of questions about the nonprofit sector and the grantseeking process. Start with the questions on Proposal Writing (foundationcenter.org/getstarted/faqs/section_3d.html) which include questions on finding sample proposals.

Foundation Center's Links to Common Grant Applications: foundationcenter.org/findfunders/cga.html

Proposal Writing Short Course: foundationcenter.org/getstarted/tutorials/shortcourse/index.html

The Foundation Center's Proposal Writing Short Course is a free two-part course covering the basic components of a proposal and important elements such as budget and expenses, administration and the research process involved.

Spanish-Language Proposal Writing Short Course: foundationcenter.org/getstarted/tutorials/shortcourse/prop1_sp.html

Innonet (Innovation Network): innonet.org

Step-by-step online help with program planning and evaluation. A simple, free registration process must be completed in order to use the site. A unique tool called the "Point K Learning Center" allows one to build a blueprint for designing, evaluating and implementing a successful program.