
How to Increase your Annual Grant Income by 25%

Eleven proven income producing techniques for
Non-Profits & other Organizations &
Departments guaranteed to:

- ✓ Increase your annual Grant Income
- ✓ Decrease your annual grant related spending
- ✓ Develop a dynamic TEAM of like-minded individuals
For the collective goal of Generating Capital

An Executive Brief for those persons, agencies, and organizations that depend on Grant Funding as a means of employment and operational sustainability

Diminishing Resources: A Catalysis for Change

How will your organization or agency weather this economic storm?

Lack of time and resources for acquiring additional funding causes grant writers to work twice as hard identifying funding sources and subsequently responding to RFP's.

Inadequate resources and outdated techniques burden the grant writer and stymie opportunities to increase funding.

Non-profit agencies, charitable organizations, and other grant funded departments, are painfully aware that funding pools are diminishing rapidly, while more and more non-profits vie for the remaining available funds.

This Executive Brief will present an overview of the problems faced by grant writers, and grant funded entities, as well as present eleven (11) solutions that can be implemented to **increase productivity, decrease grant related spending, and increase your annual grant income.**

Current Conditions

According to the **Urban Institute: National Center for Charitable Studies**, there has been a 41.15% increase in "Dead Agencies" since 2005. As demonstrated by the chart below, the "Increase in Closings" figures more than doubled between year(s) 2006 to 2007.

The most recent figures from the Urban Institute now show an increase of 6,000 additional agency closings in 2006, and an additional 38,000 agency closings in 2007

Data retrieved from IRS form 990N filed annually by non-profit organizations. 6/09

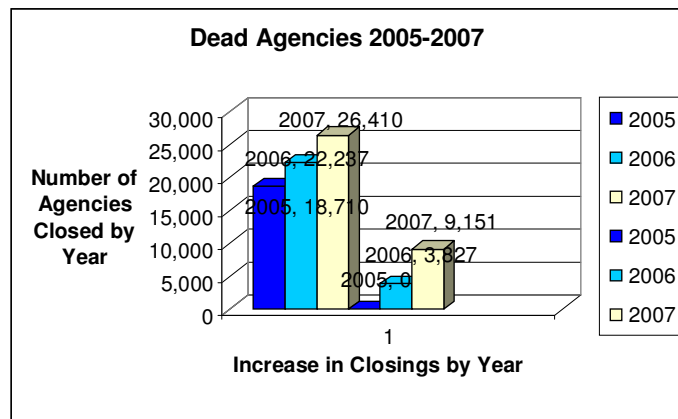


Figure 1

Trends for Grant Seekers

In the early 1990's large "formula" grants like CDBG, SSBG, CSBG, and HOME were outsourced to consulting firms that handled the application process, while smaller local grants were usually applied for and managed by existing staff.

Many Agencies were not prepared to write their own grants, and employees under 30 years of age were not accustomed to, or amenable to multi-tasking for a common goal

In the late 1990's – early 2000, the larger entities began to outsource most of their grant writing needs to consulting firms; some paying as much as \$100,000 annually for this service. In those days, consultants were able to take a percentage of the grant to pay for their services. This is no longer an acceptable payment solution as funders are reluctant to see their dollars applied to costs that are only indirectly related to programs and operation.

In 2003, things began to change. In addition to Funders no longer smiling on consulting funds being taken from grant allocations, maximums were put in place regarding office expenses and operating costs. Many funders silently encouraged "partnerships" between similar organizations in order to get more leverage out of their funding dollars.

Training Trends for Grant Writers

During this same time, the **training available for grant writers remained constant, with little to no innovation or fail safes in place to transition the writer into the 21st Century.** The training still consisted of the "*how to*" elements of preparing an

application, and identifying various pools of funding.

The only variable injected since the age of technology, is that in some instances, the same training is available as a webinar (*online seminar*).

The world has entered the Technological Age of social media, social marketing, multi-media training opportunities, and now offers updated techniques to obtain “old school” goals and objectives.

The Problem:

“The hour of yesterday is the 30 seconds of today.” Milo Frank

Time - a Diminishing Resource

- ✓ Lack of Time and Resources for acquiring additional funding leave grant writers to work twice as hard identifying funds and writing grants for increased or continued funding

Too Many Needs vs. Too Little Funding

- ✓ Funding pools are diminishing and/or relocating
- ✓ Most grant writers are working with inadequate resources and outdated techniques as opposed to incorporating new

technologies and concepts into their grant writing process.

- ✓ A shortfall of Dollars for Outsourcing - Smaller agencies and departments cannot afford to outsource their grant writing projects to consultants

Lack of Support & Motivation

- ✓ Employees are reluctant to multi-task; can be disassociated from the problems of administration, and are impervious to the fact that budget crunching may affect their continued employment
- ✓ Lack of Support from Board Members or other entities necessary for approving training and other costs

Viable Solutions

Viable solutions to these problems would be training techniques addressing the following:

- ✓ An increase in an agency or department's visibility and credibility
- ✓ An increase in grant outputs while effectively managing time
- ✓ A team of like-minded co-workers with a single focus of increasing annual funding

- ✓ The positioning of your agency or department as a leader in its field
- ✓ The recapturing of much needed dollars by decreasing or eliminating consultant fees
- ✓ The expansion of your agency or department's "sphere of influence"
- ✓ A "TEAM" building blueprint that would maximize your employee's strengths and minimize their weaknesses

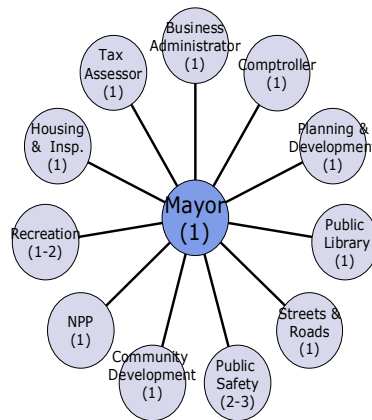
Figure 2: A SAMPLE Grant Writing Task Force chart:

Utilizes the departments within a local municipal government; each department is represented.

They may not all write a grant, but they will all contribute to the process according to their strengths, saving time and cutting costs, while increasing an agency or department's visibility, credibility, and sphere of influence.

Sample: "My Town" Grant Writing Task Force
Mayor's Office (1) Business Administrator (1) Comptroller (1) Economic Development (1)
Planning & Development (1) Library (1) Streets & Roads (1) Public Safety (2-3)
Community Development (1) NPP (1)
Recreation (1) Tax Assessor (1)
Housing & Inspections (1)

Task Force will consist of approximately 14 people representing each Department



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Figure 2

A Guide to Purchasing Training & Services to Increase your Annual Grant Income

It's important that your training vehicle be developed with experience over theory, and fail safes in place for your protection should the training fall short of its promises.

This buyer's guide will show you 11 elements critical to your success in providing succinct training modules specific to increasing your annual grant income, and indoctrinating your staff in the cutting edge techniques necessary to thrive in a grant funded environment in the midst of economic uncertainty.

1. How to **develop Social Networking skills** i.e.: Facebook, MySpace, Twitter, Linked In, and several other social networking options. Social networking allows you to reach farther than your geographic environment to get you name, agency or department into other peoples' space.

Social networking sites allow you to connect with all kinds of people you would have no chance of encountering during your regular day to day business dealings.

Visit www.Alltop.com and click on the "N" link for non-profits. You will see everything from online publications, to fundraising efforts that are working very effectively both locally and globally.

"Other than a cold call on the phone or e-mail, I would never have the chance to get my name in front of vendors, industry analysts, and industry experts. I've had a number of Twitter conversations that have also led to personal conversations."

Terri Rylander, B2B Copywriter

Sites like Twitter allow you the chance meeting with a “Super Executive” who will gladly answer your “Tweet” (twitter e-mail), but wouldn’t give you the time of day under normal circumstances.

2. How to **incorporate Copy Writing & Internet Marketing Techniques** into your grant application:

When funders are reading hundreds of grant applications, you have about 30 seconds to engage their attention, and another 3 minutes to make an indelible mark in their subconscious before they move on to the next application.

Copy writing and Internet Marketing techniques teach you how to incorporate these strategies into your funding application for maximum readability, “double readability” (a document that if only the callouts, or the bold text, or the sub-titles are read, the reader will still get your message) and the 100% chance of being remembered by the time they get to the bottom of their pile.

3. How to **express your USP** (Unique Selling Position) – what you do, why do you it better, and why they should give you their money.

4. How to **become known as an expert in your field** through article writing. Training should specifically show you the best, fastest, and easiest way to write articles, how to submit them to various

Learn strategies that will create maximum readability, “double readability”, and a 100% chance of your document being remembered.

publications, both on and off line; and how to develop your own publication if necessary.

5. How to **get free publicity** for your Projects and Initiatives. An absolute must for getting dollars from funders when resources are scarce. Your staff should know how to write a press release that generates an article or interview.

6. How to **establish a Task Force**; identify the participant's strengths for the good of the agency, and maintain them and their interest.

7. How to **negotiate to win** when you have to engage partners to make your project work.

8. How to **develop strategic partnerships** that will boost your credibility and provide leverage for your initiative, without marrying you to a partnering agency for life.

9. How to **double or triple your application output** according to the number of members on your TEAM.

10. How to **develop projects for existing pools of money** instead of always looking for program specific funds.

11. How to **incorporate funder-friendly elements into your document** that will make the funders feel safe funding your project over another's.

“The *BEST* definition of Negotiation is: A mutual discussion, transaction, or agreement, garnering you with as much of what you want(ed) while leaving the other person(s) feeling they got as much of what they wanted as well! That is when it's called *The Art of Negotiation!*”

Kim Rogers facilitator, “Give Me the Money” Creative Grant Writing course, Cumberland County Center for Leadership, Neighborhood, & Community Development

A money-back guarantee

Unless you have:

- ✓ **time** to diligently search for training modules that incorporate these techniques
- ✓ **endless dollars** to spend in purchasing individual programs that teach these techniques
- ✓ **exhaustive hours** to translate the copy writing, marketing, and social networking techniques into concepts specific to grant writers
- ✓ **unlimited funds** with which you can send your staff off one or two at a time for training classes

You will find it difficult to incorporate the extensive training necessary to increase your annual funding in a manner timely enough to make it worth your investment.

The Solution:

A good solution would be to seek out various specialized training materials. Designate a staff person as trainer, and through trial and error, determine which concepts work best for your agency or department.

The best solution would be to purchase training materials developed specifically for grant writers. These materials should incorporate all 11 techniques and provide a money-back guarantee.

The developer of these training materials should have grant writing and management experience; copy writing, team building, internet marketing, social networking, collaboration, and training skills.

A better solution would be to identify outside training opportunities that incorporate *some* of the techniques you want to implement into your grant writing process. This information would have to be reprocessed to become grant writer specific, then tested through trial and error to evaluate its effectiveness in achieving your goals of increased funds, decreased grant related costs, and Team building.

The best solution would be to purchase training materials that have been developed specifically for grant writers. These materials should incorporate all 11 techniques and the money-back guarantee presented in the Buyer's Guide.

Clearly defined concepts should be presented in a collection of uniformed training modules for in-house use, designed to train employees, and new hires on a regular basis without additional costs to your agency, organization, or department.

Because the agency, department, or non-profit organization purchasing this training will be acting as their own facilitator, this product should offer ease of use, and technical support.

Give Me the Money – Creative Grant Writing Concepts takes your existing knowledge of grant writing and shows you how to:

How to Increase your Annual Grant Income by 25%

3 Ways to benefit from this Executive Brief Right Away!

- Use the training concepts in this document to begin restructuring your approach to proposal writing
 - Set a financial goal for your planned increase in annual funding
 - Use the information presented here to intelligently shop for training modules that are specific to your agency's goals, needs & objectives.
- ✓ Incorporate proven internet marketing and copywriting techniques into your grant application for maximum response
 - ✓ Become known as an expert in your field
 - ✓ Produce more product in less time
 - ✓ Consistently identify funding opportunities.
 - ✓ Write grants funders want to fund
 - ✓ Get maximum publicity for your project or program

To read more about the “Give Me the Money” Creative Grant Writing training series, visit:
www.4GrantWriters.com

We welcome your comments and suggestions, send your e-mail to: info@4GrantWriters.com

To contact Kim Rogers for a free consultation call 856-392-4145