

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

By 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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How to Say It: Grantwriting: Write Proposals That Grantmakers Want to Fund By Deborah S. Koch Bibliography

- Sales Rank: #149795 in Books
- Published on: 2009-10-06
- Released on: 2009-10-06
- Original language: English
- Number of items: 1
- Dimensions: 9.19" h x .68" w x 7.36" l, 1.20 pounds
- Binding: Paperback
- 288 pages

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Editorial Review

Review
"Above all, Koch is aware of the importance of using language well. If the proposals that come from her readers are as clear, lively, and readable as the book itself, funders may even come to enjoy reviewing proposals."
-Benjamin R. Shute Jr., Program Director of Democratic Practice and Corporate Secretary Emeritus of Rockefeller Brothers Fund
"Ms. Koch outlines in clear, simple English the strategies for writing a great proposal. Nothing will guarantee funding but a well-crafted, strategic, and well- researched grant proposal is certainly the first critical step."
-Ali Webb, Deputy Director of W.K. Kellogg Foundation
"Much of the success between funders and grantees rests on successful communication. Following Koch's proposal guidance would put this important relationship on a solid footing from the very beginning."
-Len Finocchio, Senior Program Officer of California HealthCare Foundation
"Like a good proposal, Deborah Koch's book is well con

?"How To Say It?: Grantwriting" promises to be an essential resource to grant seekers.?
?Sally S. Tremaine, Director, Academic and Government Grants, Quinnipiac University

About the Author
Deborah S. Koch has raised millions of dollars for higher education and community nonprofits. With an MPA from Harvard's Kennedy School, she has experience with Congress, as well as foundation fundraising. Deborah has published several works, including *Mission Possible*. She has conducted numerous grant-seeking workshops and has consulted for foundations nationwide.

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