CONTENTS

May the

- xi Introduction to the Fifth Edition
- 1 FUNDERS ROUNDTABLE I
 Grantsmanship and the Funding Environment
- 19 PART I Prerequisites
- 23 LESSON 1
 Who Am I (and What in the World Do I Want to Do)?
- 32 LESSON 2
 Wait a Second—What Is a Grant...and Where Do I Get One?
- 52 LESSON 3
 Making (Dollars and) Sense of Grant-Application Packages:
 What Grantmakers Want
- 67 LESSON 4
 Getting Ready to Write a Grant Proposal
 If You're a Not-for-Profit Organization... 68
 If You're a Government Agency or School District... 75
 If You're an Individual Grant Seeker... 81
- 86 LESSON 5
 Intangibles: Things They Never Tell You
 (About Proposal Writing)
- 100 FUNDERS ROUNDTABLE II
 The "Guidelines" Roundtable

viii CONTENTS

119 PART II It's Finally Time to Write the Proposal

- 123 LESSON 6
 Writing (Proposals) with Style: 12 Basic Rules
- 140 LESSON 7
 Identifying and Documenting the Need:
 What Problem Will a Grant Fix?
- 159 LESSON 8
 Goals and Objectives: What Do You Hope to
 Achieve If You Get the Money?
- 170 LESSON 9

 Developing and Presenting a Winning Program
- 182 LESSON 10
 Finding Partners and Building Coalitions
 (The MOUs That Roared)
- 194 LESSON 11
 The Evaluation Plan: How Can You Be Sure
 If Your Program Works?
- The Budget: How Much Will It Cost...
 and Is the Cost Reasonable?
- 218 LESSON 13
 Sustainability: How Will You Continue the
 Program When the Grant Funds Run Out?
 (and You'd Better Not Say, "I Won't!")
- 227 LESSON 14
 Capacity: Proving That You Can Get the Job Done
- 234 LESSON 15
 Front and Back: The Cover Page or Cover Letter,
 the Abstract, the Table of Contents, and the Appendix
- 247 FUNDERS ROUNDTABLE III
 The "Pet Peeves" Roundtable

271 PART III And After the Proposal...

- 273 LESSON 16
 The Site Visit—Playing Host
- 279 LESSON 17
 So Now You Know—What Next?
- When Grant Funding Needs a Boost, Build a Business!
 (Hint: It Can Be Small!)
- 313 FUNDERS ROUNDTABLE IV
 The "What Do I Do Now?" Roundtable

323 Appendices

- 323 APPENDIX 1
 Tips for Improving Your Chances of Winning a Grant
- 331 APPENDIX 2 Proposal Checklist
- 333 APPENDIX 3
 Glossary
- 357 APPENDIX 4
 Sample Grant Forms
 Common Grant Application Form 357
 Standard Form 424 (SF-424) 362
 Sample Cover Letter 365
 Sample Letter of Inquiry (LOI) 366
 Sample Abstract 368
 Small Business Administration Sample Business Plan 370
- 379 APPENDIX 5
 Notes on Some Useful Websites
- 389 APPENDIX 6
 Answers to Pop Quizzes
- 407 Acknowledgments
- 411 Index