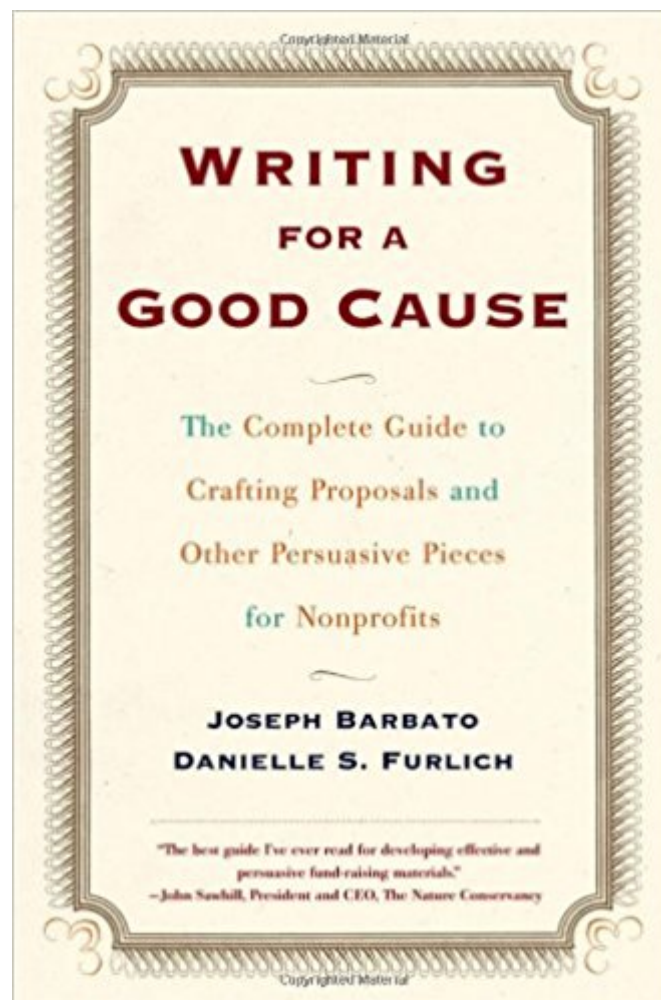




The book was found

Writing For A Good Cause: The Complete Guide To Crafting Proposals And Other Persuasive Pieces For Nonprofits



Synopsis

Filled with tips and survival skills from writers and fund-raising officers at nonprofits of all sizes, *Writing for a Good Cause* is the first book to explain how to use words well to win your cause the money it needs. Whether you work for a storefront social action agency or a leading university, the authors' knowledgeable, practical advice will help you: Write the perfect proposal -- from the initial research and interviews to the final product Draft, revise, and polish a "beguiling, exciting, can't-put-it-down and surely can't-turn-it-down" request for funds Create case statements and other big money materials -- also write, design, and print newsletters, and use the World Wide Web effectively Survive last-minute proposals and other crises -- with the Down-and-Dirty Proposal Kit! *Writing for a Good Cause* provides everything fund raisers, volunteers, staff writers, freelancers, and program directors need to know to win funds from individual, foundation, and corporate donors.

Book Information

Paperback: 332 pages

Publisher: Touchstone; Original ed. edition (January 15, 2000)

Language: English

ISBN-10: 0684857405

ISBN-13: 978-0684857404

Product Dimensions: 6.1 x 0.8 x 9.2 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.6 out of 5 stars 31 customer reviews

Best Sellers Rank: #50,536 in Books (See Top 100 in Books) #35 in [Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities](#) #64 in [Books > Business & Money > Skills > Business Writing](#) #329 in [Books > Reference > Writing, Research & Publishing Guides > Writing > Writing Skills](#)

Customer Reviews

Writing for nonprofits is a juggling act. One's job might entail writing grant proposals, newsletters, thank-you notes, case statements, and Web-site material--each for a different boss. The most successful development writers take the time to both experience their causes firsthand (sleep in the shelter, go to rehearsals, visit the wilderness) and cultivate personal relationships with their donors ("people give to people"). You'll give yourself an amazing head start when applying for a grant, say Joseph Barbato and Danielle Furlich, just by following an organization's guidelines and getting your math right--it's surprising how many fundraisers do neither. Make your point once, clearly, and don't

forget the human element. "You aren't just asking for money," say the authors of *Writing for a Good Cause*, "you are asking to help people." Barbato and Furlich, both veteran fundraisers, interviewed both grants administrators and development writers for this guide. The result is an inside view of the arcane workings of the world of fundraising that would make any novice feel more proficient immediately. Their "gotta-get-it-out-right-now, how-late-is-FedEx-open? Down-and-dirty proposal kit" is a terrific tool when there isn't time to write the "knockout, beguiling, exciting, can't-put-it-down, and surely can't-turn-it-down fundraising proposal." And keep in mind: when a donor gives your proposal the nod, say thank you. Twice. In fact, say Barbato and Furlich, "It is almost impossible to thank a donor too much." --Jane Steinberg

Surprise! It may be a manual, and it may be aimed at those who write to elicit money, but it is also wise, funny, and useful for anyone who writes anything. In an informal but never sloppy style, the authors define fundraising ("Once, it was called begging") and offer a quick view of the nonprofit universe. They carry the reader through proposal writing, case statements, newsletters, and all of their myriad parts, from executive summaries and cover letters to budgets and appendixes, enlivening an already lively text with model sidebars. Pages are liberally peppered with boxes called "Hot Tip" and "Writer Beware!" The advice on organizing material, interviewing people, and sitting down to write would serve any writer. They even provide a special section, "the down-and-dirty proposal kit," for those times when you have two days in which to cram two weeks of work. Underlying it all is the energy that comes from working for a good cause and using your words to make the world better. GraceAnne A. DeCandido Copyright © American Library Association. All rights reserved

This book helped me write grant proposals for a nonprofit ballet company. As shown by our successful proposals, this Guide really helped. Let's put this in terms of writing papers for college. Remember term papers? Remember courses where you had ONE term paper? So everything is riding on that ONE paper, right? A grant proposal is like a term paper, squared. Why? Because there's money on the line. Because many other people depend on the results. Because some proposals are fairly public--with your name on them. And because you're usually proposing to DO something to which you are committed, and it won't happen without this grant. That's why you want it. Unlike term papers, a grant proposal is PASS/FAIL. You get the grant, or you don't. (There's no useful way to label a partial grant as a B, or C. Stick with the PASS/FAIL view.) And unlike term papers, you may wait a long time for that result. Three to six months is not unusual. Some take

more than twelve months. If you want to get the grant, support your people, and then DO the thing you proposed, you will need a grant proposal that ROCKS. Mr. Barbato shows you how. It worked for me. More than once. Best of luck in your quest.

I would suggest this a good tool to help with beginning grant writers! If you want to really get all the resources necessary though for a successful fund development process, I would suggest visiting a foundation center: [...] near you. More specifically for this product, it arrived on time in good condition and there was really nothing wrong with the product at all! I would definitely suggest this seller and product. Remember to have an army proof your work and many blessing with the fund development process!

I originally borrowed this book from the library, but I found it so helpful that I purchased a copy for myself to use as a reference. I am very new to grant writing and this book was a great read. It was surprisingly entertaining and very motivational. Not only did it explain how to write grant applications in a simple yet thorough way, it also gives you tips on how to write other fund-raising materials and provides great insight into the workings of a development office. The only thing I would want to see changed about this book is the part about email and the internet. This book was published in 2000 and I'd love to see the authors update that section to reflect the electronic resources available today. Nevertheless, I would definitely recommend this book to others who are new to the non-profit fund-raising world. Even if you aren't so new, the numerous tips and the Down-and-Dirty Proposal Kit at the end may prove to be very useful and help you improve your writing process.

I wish I had discovered this book when it was published in 2000, when I was a development writer but not yet a grant proposal writer. Its accessible style and no-nonsense yet sympathetic approach make you feel as though you are being mentored by experts who are also close friends. If you have been writing for a good cause for a while, you will still pick up pointers, along with verification that you are doing the right thing. Highly recommended.

Very detailed instructions on grant writing, newsletters, brochures and other tools of the non-profit fundraising trade. Not a new book, but the advice is timeless. Thank you. Well done.

It gives great advice on how to start writing a grant for a project you are passionate about such as gardening for me. It had a lot of good suggestions. I borrowed the book first from the library. I loved

it so much that I purchased it.BBAndrea

Love this book. It has everything in it to write a grant letter.

I am new to grant writing so I thought this resource might be of help. I found it provided a number of insights, which in retrospect, seem self evident, but it provided help to avoid common pitfalls in writing grant proposals.

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