



# Fundraising and Grant Writing

Fundraising and grant writing are viable options for SANE programs looking to diversify their revenue stream. Although the process may seem intimidating, at their core, both fundraising and grant writing are about telling a compelling story, and there are a wealth of online resources available to walk people through the process. In organizations that employ grant writers or fundraisers, program managers still should insist on being part of the process. Organizational development professionals might not prioritize funding for the SANE program over programs that often are considered more critical to market share, such as new oncology units or birthing centers, but may be more willing to assist if it's understood from the beginning that it will be a collaborative effort. And managers should not assume that people outside of the SANE program are able to convey information about the services, patients, and clinical staff with the same level of accuracy or passion.

Just as SANE programming cannot occur in a vacuum, neither can grant writing or fundraising. In the case of grant writing, it is necessary to make sure no other programs from the organization are applying for the same funds. The grant proposal also might have to be signed off by the organization's senior leadership, so it's best to put the intended proposal on their radar early on. It's important to identify whether other community agencies are applying for the same funding. In some cases, formalizing a collaborative partnership can increase the odds of getting funded. Many grant makers require evidence of collaboration as a component of a successful application.

With fundraising it's critical not to schedule the event to conflict with other fundraising events or campaigns – either from within the larger organization or among community collaborators. Since many communities have a relatively small donor pool, it's best not to have to compete in close proximity to another associated organization's event.

### Fundraising resources

#### Choosing Your Fundraising Strategies

<https://nonprofitquarterly.org/management/21657-choosing-your-fundraising-strategies.html>

#### A Guide to Writing a Fundraising Strategy

<http://www.grantnet.com/HelpfulReports/fundraisingstrategy.pdf>

#### 8 Steps to Writing Successful Fundraising Appeals

<http://www.npengage.com/direct-mail/8-steps-writing-successful-fundraising-appeals/>



## **Don't Make These 5 Mistakes in Your Fundraising Appeal Letter**

<http://www.gailperry.com/2013/09/dont-make-5-mistakes-fundraising-appeal-letter/>

## **Nonprofit Storytelling for Crowdfunding & Online Fundraising**

<http://www.causevox.com/nonprofit-storytelling-crowdfunding/>

## **The 10 Basic Rules of Fundraising**

<http://www.jwaconsulting.net/fundraising.pdf>

## **Better Phrasing for Online Fundraising**

[http://www.thegoodmancenter.com/wp-content/uploads/2014/03/14\\_03\\_Freerange.pdf](http://www.thegoodmancenter.com/wp-content/uploads/2014/03/14_03_Freerange.pdf)

## **10 Most Important Things You Can Know About Fundraising**

<http://idaresources.acf.hhs.gov/page?pageid=a047000000Ar7dc>

## **Ethics in Fundraising**

<http://www.councilofnonprofits.org/resources/ethics-in-fundraising>

## **Grant writing resources**

### **Writing a Grant Application Toolkit**

<http://ctb.ku.edu/en/writing-grant-application>

### **Grant Proposals (or Give me the money!)**

<https://writingcenter.unc.edu/handouts/grant-proposals-or-give-me-the-money/>

### **Proposal Writing Short Course**

<http://grantspace.org/Classroom/Online-Classes/Proposal-Writing-Short-Course>

### **Writing a Successful Grant Proposal**

<https://www.extension.purdue.edu/extmedia/ec/ec-737.pdf>

### **Developing a Budget and Budget Narrative for Grant Applications**

[http://hsd.luc.edu/research\\_services/sites/default/files/site\\_hsd\\_research/developing-budget-grant-applications.pdf](http://hsd.luc.edu/research_services/sites/default/files/site_hsd_research/developing-budget-grant-applications.pdf)

### **How to Fail in Grant Writing**

<https://chronicle.com/article/How-to-Fail-in-Grant-Writing/125620/>



## Telling Tales to the Data-Driven

[http://www.thegoodmancenter.com/wp-content/uploads/2013/07/free\\_range\\_2007\\_03.pdf](http://www.thegoodmancenter.com/wp-content/uploads/2013/07/free_range_2007_03.pdf)

## Storytelling in Grantwriting

<http://www.grants-plus.com/gpnewswirejuly2013.html>

## The Five Key Elements of an Effective Sustainability Plan for Grants

<http://www.thegranshelpers.com/blog/bid/204687/The-Five-Key-Elements-of-an-Effective-Sustainability-Plan-for-Grants>

## Funding opportunities

### Foundation Directory Online

<https://fdo.foundationcenter.org/>

### Philanthropy News Digest Request for Proposals

<http://www.philanthropynewsdigest.org/rfps>

### National Sexual Violence Resource Center Funding Announcement Database

<http://www.nsvrc.org/opportunities/funding>

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