



## GRANTWRITING AND FUNDRAISING SERIES

September – November 2003

**\*WRITE A WINNING GRANT PROPOSAL ON YOUR FIRST TRY\***

**\*GRANTWRITING SKILLS AND ATTITUDES FOR FUNDRAISERS\***

**\*FUNDRAISING SKILLS AND ATTITUDES FOR GRANTWRITERS\***

Sponsored by  
The John Scott Dailey Florida  
Institute of Government at FAU

### INTRODUCTION

Course designer and instructor Jay S. Mendell, professor of nonprofit management at FAU, has taught and coached hundreds of government and nonprofit grantwriters, written successful grants, and served on allocation panels. He recently set up a fundraising operation to acquire major gifts and capital funding for a local nonprofit. At FAU, Dr. Mendell teaches graduate courses in both grantwriting and fundraising.

All classes will be held in the Internet laboratory at FAU's Davie campus; seating is limited to 15.

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### SEARCHING FOR GRANTS AND GIFTS

A **free** online tutorial on searching for grants and major gifts . . . plus a **free** database of prospects for grants and gifts.

Visit <http://house-of-hope.org/prospecting-for-grants-and-gifts.htm> for an online tutorial on federal, state, and foundation sources of grants and another tutorial on prospect research for major gifts. Then enter your name and email address, and we will email you a confidential password-protected compilation of prospects for grants and gifts. The website will also register you to chat with Professor Mendell for free coaching on how to use the database.

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*These workshops are intended for persons in federally tax-exempt nonprofit organizations, and can provide little help to persons who need money for personal use or to start or maintain a business for profit.*

### WRITE A WINNING GRANT PROPOSAL ON YOUR FIRST TRY

**September 19 and 26, 2003**

**9:00 a.m. - 4:00 p.m. each day Fee: \$320.00**

New grant writers are typically unprepared. They have been tossed into proposal writing with little training, or they have been taught the basics without understanding the nasty realities of the first year of grant writing. And the realities are not nice. New grant writers are unprepared to decipher the code words by which funders express their wishes to experienced grant writers. New grant writers tackle proposals without having a realistic estimate of the expertise and hours that will be required, or they discover too late that they are competing against the very skilled and experienced grant writers of larger organizations.

This program is not merely a two-day workshop; it is a system designed to get you through the tough first year. The workshop will be conducted in the Internet laboratory and will draw upon Dr. Mendell's years of experience in grant writing and research on grant writing. Participants will learn how to:

- Discover and recognize funders who are sympathetic to new grant writers and new nonprofits
- Avoid impossible-to-win competition against experienced grant writers
- Get advice from experienced grant writers and the funding sources themselves
- Deal with difficult-to-answer requests for information
- Recognize fatal flaws in your proposal and eliminate them in time
- Request the advice that FAU renders to its registrants

FLORIDA ATLANTIC UNIVERSITY

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The John Scott Dailey Florida  
Institute of Government at FAU

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**CROSS-TRAINING FOR GRANTWRITERS AND FUNDRAISERS**

**Rationale:** You are executive director of a nonprofit organization, and you need \$80,000 to do something new, special, and important. Should you write a grant proposal to government or try to raise a "major gift" from a private donor? Ideally, your development officer would be able to do either and impartially select the better choice. But the average nonprofit is not able to choose, because the development officer is usually either a fundraiser who is not comfortable writing grants or a grantwriter who shys away from major gifts fundraising.

It's not hard to understand why. Development officers are seldom cross-trained and are easily overwhelmed by deadline pressures, intense competition, and the increasing complexity of their specialty, allowing little time for self-training.

Recent changes in tax laws will shift wealth from public to private sources, requiring grantwriters to act more like fundraisers (build relationships with grantmakers) and even raise major gifts from individuals. The increasing sophistication of prospective donors will require fundraisers to be more analytical and managerial, like grantwriters.

Networking at breaks and lunchtime is considered to be an integral and useful part of the program. Morning refreshments will be provided, and we strongly suggest you purchase and eat lunch on site to facilitate networking and learning.

A web page will be prepared for your program, and handout material will be provided on a compact disk that simulates the experience of surfing the Internet. Plan on two hours of homework after the first day.

**Fundraising Skills and Attitudes for Grantwriters**

**October 24 and 31, 2003**

9:00 a.m. - 4:00 p.m. Fee: \$400.00

What are major gifts and capital donations? Who has the money to give? How do you discover "hidden" persons who have never been approached for a gift? What are the factors that cause people to donate or refuse to donate? How do you arrange a visit? How do you ask for money? How much should you ask for? How to you overcome the fear of asking? This program will include role playing "the ask" and hands-on experience in prospect research on the Internet (plus homework in prospect research).

**Grantwriting Skills and Attitudes for Fundraisers**

**November 14 and 21, 2003**

9:00 a.m. - 4:00 p.m. Fee: \$400.00

This program will focus on:

- The secret language and coded messages that funding sources use to communicate with grant writers
- How to strengthen a grant through social research
- Structure of a proposal (need, program, outcomes, qualifications, budget)
- The most common mistakes that new grantwriters make
- How to do research on foundations and government funders
- How to recognize and avoid impossible-to-win situations
- Overcoming writers block
- The importance of conceptual thinking and sound reasoning

The program will include hands-on searching for grants on the Internet, plus writing a letter of inquiry and homework.

**REGISTRATION**

Advance registration is required for ALL classes, and the deadline is two weeks prior to the class. A check or purchase order is necessary to guarantee registration. Due to space limitations, registration will be closed when capacity has been reached. Requests for refunds must be submitted in writing and received no later than one week prior to the day of the class. In such cases, the registration fee, less a \$10.00 administrative charge, will be refunded. No requests for refunds will be honored after that date. Non-attendance does not constitute a withdrawal or refund request. We reserve the right to cancel the classes. In that case, registration fees will be refunded in full. Confirmation and driving directions will be mailed to you upon registration. To register, please complete the registration form and indicate which course(s) you wish to take. Please mail the form, along with your check or purchase order (made payable to Florida Atlantic University, IOG), to:

The John Scott Dailey Florida  
Institute of Government at FAU  
T-11, Room 35  
777 Glades Road  
Boca Raton, FL 33431-0991

You may also FAX the registration to 561/297-2626 and mail your check separately. Please call us at least seven days in advance if you require reasonable accommodation under the Americans with Disabilities Act of 1990.

For additional information, please contact us at 561/297-3185 or email [jdolson@fau.edu](mailto:jdolson@fau.edu).

**GRANTWRITING SERIES**

NAME	
TITLE	
AGENCY	
ADDRESS	
CITY	ZIP
TELEPHONE	FAX
EMAIL (Please type or print)	

Please indicate the course(s) for which you are registering:

- [ ] Sept. 19 & 26  
Write a Winning Grant Proposal \$320.00 \_\_\_\_\_
- [ ] Oct. 24 & 31  
Fundraising Skills and Attitudes for Grantwriters \$400.00 \_\_\_\_\_
- [ ] Nov. 14 & 21  
Grantwriting Skills and Attitudes for Fundraisers \$400.00 \_\_\_\_\_

**TOTAL:** \$ \_\_\_\_\_

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Receipt \_\_\_\_\_ Ack. \_\_\_\_\_