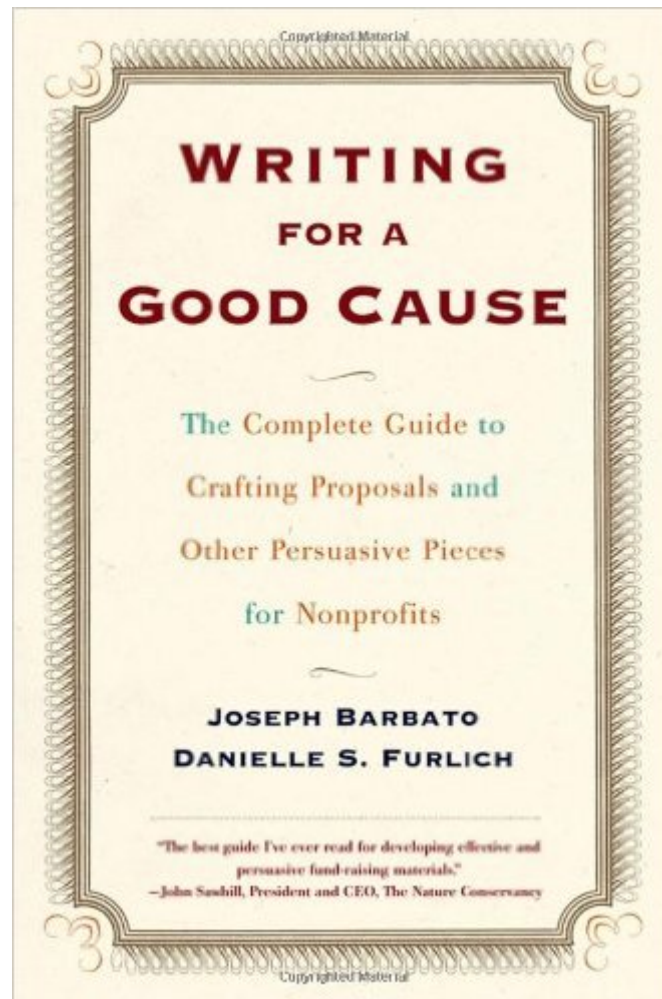


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# Writing For A Good Cause: The Complete Guide To Crafting Proposals And Other Persuasive Pieces For Nonprofits



## 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

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## Customer Reviews

Not surprisingly, this book provides advice that -- if applied literally -- will assist you in writing excellent proposals to fund your non-profit organization's ventures. Surprisingly, the advice contained herein -- if made more generic in your mind -- is excellent advice for entire areas of your life. Sounds hokey, true. But honestly, boiled down the advice can be listed as: 1. Identify what the problem is. Do your research until you really understand the causes of the problems and their many effects. 2. Identify how you will know when you have made the problem better. How will you know when the problem has been alleviated? What intermediate steps need to be taken? How will you

measure your progress along the way?3. Identify what tools are available, and which are still needed, to move towards a resolution, or diminution, of the problem. Be specific here. Vague generalities are useless, but the brass tacks of a solution are absolutely priceless. Who has access to these tools? Who can make difficult things easy?4. If you are asking for someone to help you with this problem, present the whole equation to them in a light that makes the most sense to \*them\*. This doesn't mean to lie, or exaggerate. It only means to focus your proposal in a way that makes them see it most personally.5. Proofread what you have written, to be sure it says what you want it to say. Then proofread it again. And again. Get it right, because it is a hard and fast representative of you. This should be true in everything concrete you put out in the world with your name on it. Now, all of this can be applied to writing a grant proposal. And much of it can be applied to the other things in life.

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