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STORYTELLING FOR GRANTSEEKERS. This second edition of the best-selling book *Storytelling for Grantseekers* contains all the resources and information needed to help craft a persuasive summary, package a compelling narrative story, and create a short story approach to letters of inquiry.

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Grantseekers through

all the phases of

developing an effective

proposal and highlights

the creative elements

that link components

to each other and unify

the entire proposal.

**Storytelling for
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Edition, Cheryl Clarke presents an organic approach to grantseeking, one that views the process through the lens of the pleasures and rewards of crafting a good story. Grantseekers who approach the process as one in which they are connecting with an audience (grantmakers) and writing a narrative (complete with

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settings, characters, antagonists and resolutions) find greater success with funders.

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**Storytelling for
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It's an excellent

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resource for grant writers, fundraisers and other nonprofit professionals seeking grants. Cheryl Clarke uses the art of storytelling as a framework for writing grants. It's a great way to get your grant in front of funders. I highly recommend this guide.

Storytelling for Grantseekers: A Guide to Creative ...

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Grantseekers Cheryl

Clarke inspires. Clarke,
a fundraising

consultant and trainer,
is also a published

short story author. She
came to realize that

fundraising and
specifically proposal

writing incorporate

many of the techniques
used in storytelling. A

story sets a scene, has
characters, and builds

tension through a plot.

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Grantwriters often
have little or no
training in the practical
task of grantseeking.
Many feel intimidated
by the act of writing,
and some don't enjoy
writing. In Storytelling
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Dummies. By Francis
Phillips, Stan Hutton.
New York, NY: Hungry
Minds, Inc., 2001
Written with the novice
in mind, this book can
help with everything
from writing a mission
statement to creating a

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fundraising plan. 2.

Storytelling for
Grantseekers: The
Guide to Creative Non-
profit fundraising. By
Francis Phillips, Stan
Hutton.

Books

Oftentimes, people
charged with the task
of writing grant
proposals have little or
no training in the
process, and many
actually feel
intimidated by the act

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of writing. In
Storytelling for
Grantseekers,
consultant and trainer
Cheryl A. Clarke helps
fundraisers overcome
these hurdles by
presenting an organic
approach to proposal
writing.

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Nonprofit Fundraising
(Jossey-Bass Nonprofit
and Public
Management Series)

eBook: Clarke, Cheryl
A.: Amazon.com.au:
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**Storytelling for
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BUT, if you want to
craft truly compelling
FUNDED proposals that
ENGAGE the reader,
"Storytelling for
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Guide to Creative Nonprofit Fundraising"

is a mighty fine start.

In an enjoyable read,

author Clarke shows

the reader how to bring

passion to their writing

- an often missing, yet

crucial element to the

most successful

writers.

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Grantseekers : The

Guide to Creative ...

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Guide to Creative Nonprofit Fundraising by Cheryl A. Clarke A copy that has been read, but remains in clean condition. All pages are intact, and the cover is intact. The spine may show signs of wear. Pages can include limited notes and highlighting, and the copy can include previous owner inscriptions.

The Jossey-Bass

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Nonprofit and Public Management Ser...

This foundation
accepts unsolicited
grant applications from
nonprofits.

Grantseekers can
preview the grant
application online on
the funder's website. In
the past, applications
have been due in mid-
February. A phone
number for the
foundation is
800-839-1754, and the
New York City

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headquarters for
NBCUniversal can be
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212-664-4444 ...

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This foundation
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Destress and learn from fellow nonprofit executive directors in

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