



Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising

By Cheryl A. Clarke

John Wiley and Sons Ltd, United Kingdom, 2009. Paperback. Book Condition: New. 2nd Revised edition. 234 x 178 mm. Language: English . Brand New Book. 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 for Grantseekers, Second 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 settings, characters, antagonists and resolutions) find greater success with funders. The writing process becomes a rewarding way to tell the organization's tale, rather than a chore, and their passion and creativity lead to winning proposals. This book walks readers through all the main phases of the proposal, highlighting the creative elements that link components to each other and unify the entire proposal. The book contains resources on crafting an effective synopsis, overcoming grantwriter's block, packaging the story, and the best ways to approach the short stories (inquiry and cover letters) that...



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