

Telling Your Story to Attract Grant Investments

Presenter: Tiffany Price

Session Handout

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Build your story.

Desire great things for others.

Believe and expect that you will be successful in your vision.

Be bold.

Look for first-time experiences.

Be tenacious.

See possibilities farther ahead.

Build the story to these possibilities.

Do things that give people a purpose.

Make the story visible.

Make it part of your culture.

Widen the audience.

Tell your story.

Involve others—people will talk about what they are a part of creating.

Offer adventures—people will take risks to be part of a good story.

Go to storytelling spaces—the courthouse (CDBG funds), collaboratives, the newspaper, etc.

Build a storytelling portfolio.

Assemble quotes, photos, newspaper articles, map of your housing authority, and more.

Learn about those who give.

Read autobiographies/books written by philanthropists.

Examples: R.G. LeTourneau: Mover of Men and Mountains and David L. Steward's Doing Business by the Good Book.

Read the “About” page on foundation websites.

What motivates those who give? Why do they share their story?

Meet several grant decision-makers in your community and listen for their interests.

Be selective when applying for grants.

What is the mindset/lens of the grantor?

What does the grant require?

Can you comfortably meet the deadline?

Is it a “spot on” fit with your story or a “forced” fit?

If a partner organization wants to apply on your behalf, Are they a good fit?

Welcome an invitation to talk with a program officer before applying. They may give you pointers for framing your request and suggest language that will resonate with grant readers.

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Write compelling narratives.

Draw attention with a human interest story.

Show your written work to a trusted friend or colleague for feedback.

Opt for freshly written responses on the application; these are generally more cohesive than recycled segments from prior grants.

Show the budget as part of a larger investment.

Communicate with a visual for understanding.

Tell what will change in people's lives because of this financial gift.

Acknowledge the funder as a valued partner.

Personalize the thank you with sentiments from the community..

Demonstrate wise use of the funds entrusted to you.

Celebrate your successes and keep growing your story!

Places To Grow exists to give people a sense of purpose in making affordable housing neighborhoods the best they can be. We bring people together through placemaking to improve their surroundings and create neighborly places. We work alongside communities activating voices, discovering talents, and developing leaders.

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