



How to Launch Your Grant Writing Career

Presented By: Carolyn M. Appleton

Tuesday, April 5, 2022

2:00 – 3:00 p.m. Eastern Time | 1:00 – 2:00 p.m. Central Time



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A little housekeeping...



We're recording this webinar!

All registrants will receive an email containing a link to the recorded webinar AND a ton of other resources!



Feel free to ask questions!

Use the Questions chat box to ask your questions. We will have a Q&A session at the end of the presentation.



We will be live-tweeting!

Share your highlights and takeaways with the **#qgivwebinar** hashtag, and please make sure to follow **@Qgiv**!



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**Nonprofit Fundraising and
Communications**

Meet the Speaker



Carolyn M. Appleton | Nonprofit Fundraising and Communications

Carolyn is a major gift fundraiser and nonprofit communications expert known for tackling seemingly impossible fundraising efforts and turning them into success stories. Carolyn is a professional member of NTEN: Nonprofit Technology Network and she is a member of The Honor Society of Phi Kappa Phi and NSDAR: National Society, Daughters of the American Revolution. Her current volunteer commitments include Bee Cave Arts Foundation, BookSpring, Chive Charities, Citizens' Climate Lobby and ONE Campaign.



Dedication

This presentation is inspired by the many people who have reached out via Carolyn's Nonprofit Blog asking for advice about how to become a grant writer and nonprofit fundraiser. It has been a pleasure assisting you!

- Carolyn M. Appleton

- *How do I become a grant writer?*
- *What classes are best?*
- *Do I need a lot of training, or just the basics?*
- *Would volunteering help?*
- *Do you think it is possible to change careers?*



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Agenda

- How Carolyn became a grant writer
- Volunteering and mentoring make a difference
- Grant writing training
 - The Grantsmanship Training Center
 - Good reading
- Community colleges and universities
 - Resource to find the top rated
- Online learning and other helpful organizations (including for networking)
- Transitioning from other fields
- Mindset of grant writers and fundraisers: what to expect



How did I become a grant writing and fundraising professional?

My path was not straight forward.

- High school courses in typing – surprise! #VeryHelpful
- Two academic degrees that required research, analysis, writing, and presentation skills.
- Office jobs that gave me valuable organizational skills.

The background of the slide is a composite image. On the left, there's a view of a river with a bridge, likely the Mississippi River in St. Louis, with a park area in the foreground. On the right, there's a dense urban skyline with several tall skyscrapers, some of which are illuminated, suggesting it's dusk or dawn. The sky is filled with dramatic, orange-hued clouds.

Volunteer

- In graduate school, I decided to gain “real life” experience in my academic area of expertise: the arts.
- I became a volunteer at an art museum.
- I worked in the art school and helped the administrator keep records.
- I made it a point to volunteer once weekly.
- I strived to do an excellent job, even though I was not being paid.

An aerial photograph of a city at sunset. A wide river flows through the center, with several bridges crossing it. The sky is filled with dramatic, orange and yellow clouds. In the background, a tall skyscraper stands out against the sky. The foreground shows a bridge with cars and a small boat on the water.

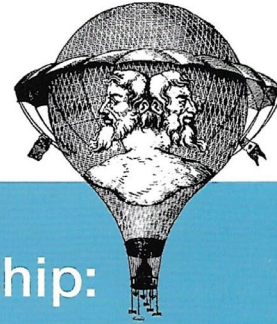
Volunteer

- I was noticed by the development director.
- After a year, I was offered a part-time job.
- That led to a full-time job and my serving as coordinator of a \$6 million endowment campaign.



Grant Writing Training

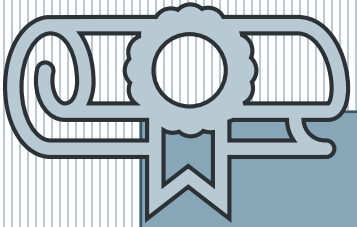
- My first grant writing training occurred at **TGCI: The Grantsmanship Center** (@Grantsmanship) in Los Angeles, California.
- The week-long course was a bit intimidating, but I stuck with it.
- I learned about different kinds of funders, how they are alike and how they differ. I learned about research, proposal organization, timelines, budgeting, compelling case statements and more.
- Years later, I remain in contact with The Grantsmanship Center.



Grantsmanship: Program Planning & Proposal Writing

Updated & expanded by Barbara Floersch
Edited by Cathleen E. Kiritz

Norton J. Kiritz

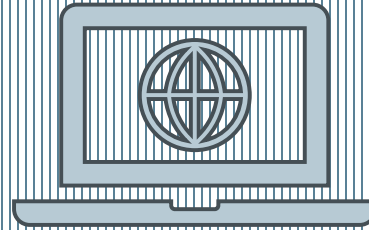


Community Colleges and Universities

- Colleges and universities often offer grant writing training courses.
- Some university-level courses are found in the “continuing education” division.

*When I started, no such college curriculum existed.
Everyone was an “accidental” grant writer or fundraiser!*

- Today there are “nonprofit management” programs at universities ranging from Harvard to The University of Texas at Austin, from Purdue University to the University of California.
- A favorite: University of Indiana, Lilly Family School of Philanthropy. Check out “The Fundraising School.”



Resource extraordinaire:

U.S. News & World Report
“Best Nonprofit Management Programs”
Updated annually

Proposal writing

Fundraising

Governance

Management

Starting a nonprofit

In this tab, you can find proposal writing training courses and workshops, and explore classes that cover grant proposal topics.



Introduction to Proposal Writing

In-person, Self-paced learning, Video
Beginner



Online Proposal Writing Course

Self-paced learning



Proposal Writing Boot Camp

Virtual workshop

All levels of experience

Other Organizations

- **AFP: Association of Fundraising Professionals**, with chapters across the nation, webinars and conferences.
- **Candid Learning**, the Proposal Writing division.



Other Organizations

- **NTEN: Nonprofit Technology Network** is focused on helping nonprofit staff in all departments adopt technology to become more effective.
- **TechSoup** is also focused on technology, and there is a website section focused on grant writing.
- Search online – community foundations, libraries and other groups occasionally offer training.



Grant Professionals Association Networking and Training

They will often allow you to attend meetings, webinars and conferences as a non-member. See if you like it!

- **GPA: Grant Professionals Association** has chapters across the United States. See the website for a map and local contact information.
- GPA offers the **Grant Professionals Certification Institute** (GPCI). Having formal accreditation from a group like GPA is a plus.
- Reach out and ask GPA for guidance locally or nationally.
- Follow **@GrantChat** or **#GrantChat** on Twitter for a taste of what grant writing is like and meet others in the field.





Professional Associations by Field of Interest for Networking and Training

AHP: Association for Healthcare
Philanthropy

CASE: Council for Advancement and
Support of Education

National Association of Charitable
Gift Planners



Key Support Organization Founding Dates

- The Foundation Center (Candid): 1956
 - NSFRE (AFP): 1960
 - The Grantsmanship Center: 1972
 - CFRE: 1981
 - TechSoup: 1987
 - Grant Professionals Association (GPA): 1998
 - NTEN: Nonprofit Technology Network: 2000
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Transitioning

Your life skills and work experience are valuable!

- **Accountant** | *If you can tell a compelling nonprofit “story” through budgets, your skills are valuable. With a little extra training, you can learn the rest. Sometimes the budget is the most important part of the proposal.*
- **Legal professionals** | *Competition for grants means a clear well-argued case, a laser-like focus on facts, and the reduction of excessive discussion (storytelling) is a “plus.”*
- **Office administrators** | *Organizational skills, attention to details and deadlines, “big picture” perspective, commitment to reporting, data gathering and more, mean you’ve got skills our sector needs.*

Mindset and Work Style

You will need to focus and spend long stretches of time in a quiet environment working on your computer or laptop. If you cannot concentrate, you will be in trouble.

You will need to write comfortably and grammatically (and complete online and occasionally hard copy grant proposals), and you will need to document your work.

Be prepared, as fellow staff sometimes do not understand what you are doing. You may need to “manage” upward and side-to-side.

You will need to be organized, tend to deadlines (grant and reporting), and “juggle.”

Mindset and Work Style

Be flexible and patient. Each funder – individual, foundation, corporation or government agency – has unique needs and interests. Take the time to conduct research.

Do more than required. Submit more grant requests than you think you need.

Develop a thick skin and expect rejection. Keep going.

You will be answering many questions, which require you to know a lot about your nonprofit. You may end up knowing more about your nonprofit than any other member of the staff!

If you can gain “real life,” meaningful experience at the start with a mentor(s) and by volunteering for a nonprofit in the development office, do it.



“You Have a Hammer: Building Grant Proposals for Social Change”

Barbara Floersch

“You Have a Hammer” is a book both new grant writers and seasoned ones will enjoy and learn from. As someone long in the field, I find the pressure to ‘get the money’ often pushes grant professionals to act quickly out of necessity and to move on exhaustingly without considering the big picture and importance of the respected craft of, ‘grantsmanship.’ While reading the book, I kept thinking it should be required reading for every nonprofit executive director and board member with whom I have worked.

Carolyn M. Appleton on Goodreads



Follow-up

See the Qgiv Blog for a list of resources and helpful links. If you have questions, reach out to Carolyn by email anytime.



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An aerial photograph of a city skyline at sunset. The sky is filled with orange and yellow clouds. In the foreground, a wide river flows, with a large bridge spanning across it. The bridge has multiple arches and is covered with cars. To the right of the river, there are several tall buildings, including a prominent skyscraper with a blue facade. The city is surrounded by green trees and parks. The overall scene is a vibrant and scenic view of a modern city at dusk.

Thank you!

+ Carolyn M. Appleton

+ Blog: carolynmappleton.com

+ Email: carolyn@carolynmappleton.com

**How to Launch Your
Grant Writing Career
Carolyn M. Appleton
Qgiv Webinar
Tuesday, April 5
1:00 p.m. CT**



Questions?



This webinar program qualifies for 1 point of continuing education toward maintaining the Certified Fundraising Executive Management (CFRE) credential.

Thank you for joining!

For more information on Qgiv's fundraising platform,
contact:

contactus@qgiv.com | 888-855-9595

For more information on Carolyn Appleton, email her:

carolyn@carolynmappleton.com



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Resources

+ *Grantsmanship Training Program-Online*, 5-day virtual

The whole enchilada! Learn how to find funders, components of effective grant proposal & how to put it all together while creating & reviewing team proposals in class! Link: <https://www.tgci.com/training/online-grantsmanship-training-program>

Tuition is **\$1,095 - SAVE \$150 (14% discount)** for the **April 25-29, 2022 training with promo code: 150DISCGTP**

+ *Essential Grant Skills-Online*, 2-day virtual

Same great content as 5-day and also interactive but since much shorter no time to create and review entire proposals. Instead, create proposal components in workbook for own project. Link: <https://www.tgci.com/training/online-essential-grant-skills>

Tuition is **\$495 - SAVE \$50 (10% discount)** on **April 11-12, 2022 training with promo code: EGS50**