Successful Grant Writing Techniques

How to impress your readers and make the writing process easier on yourself

1. Align Your Proposal Goals With the Grant Maker’s Priorities: Before you begin writing, take the time to briefly look through the grant maker’s profile. After ascertaining their priorities and how that can be incorporated with your project, focus your proposal so that it reflects the grant maker’s ideas as well as your own.

2. Describe Your Need in Terms of Beneficiaries: Funding is always easier to attain when it is framed in as many positive ways as possible. Grant makers want to hear about how your proposal will affect a target population in addition to the cause itself, so make sure to explain who this project will benefit.

3. Support Your Description With Evidence: After you detail why your program is effective and worthy of grant funding, give evidence to support that. Communicating the “how” is just as valuable as explaining the “what” and “why,” yet this step is often forgotten. Remember to prove to your readers that your project is valuable and necessary with logical facts, statistics, and examples.

4. Cite Sources of Matching Support from Other Grant Makers: If you do have support from other grant makers always include this information. Grant makers are often more likely to contribute to a program if they know other funders are supportive as well. It adds credibility to your proposal, and shows that you have already invested time into your project.

5. Don’t Measure for the Sake of Measuring: When determining what measurements to include in your proposal only include numbers that have meaning behind them, and will catch the attention of the grant maker. For instance, don’t just state the number of people who will be affected by your project, explain how they will be positively affected as a direct result of your project. Be explicit with your statistics, and don’t leave anything unsaid.

6. Do Not Submit Your Grant Proposal Before Having Someone Else Review It: This tip is applicable to almost any formal piece of writing, and is a tried and true method. Have a colleague proofread your proposal for clarity and grammatical errors, and know that if your proofreader does not understand your proposal then the grant maker probably will not either.

Grant Writing Common Sense: 6 Helpful Tips

*Information found on justwrite-solutions.com