



# Storytelling for Grantseekers: The Guide to Creative Nonprofit Fundraising

*Cheryl A. Clarke*

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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 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. Grantseekers who have used this unique process discover that telling the organization's story in narrative form (complete with settings, characters, antagonists, and resolutions), can help them connect with grantmakers and ultimately have greater success with funders.

This fresh and creative guide contains the resources needed to help you craft a persuasive synopsis, package a compelling story, and create a short story approach to the inquiry and cover letters that support the larger proposal. Clarke walks 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. Clarke also stresses the need to see proposal writing as part of a larger grantseeking effort, one that emphasizes preparation, working with the entire development staff, and maintaining good relations with funders.

Using the suggestions outlined in *Storytelling for Grantseekers*, new and seasoned grantseekers will discover how to channel their passion to tell their organization's tale and create winning proposals.

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