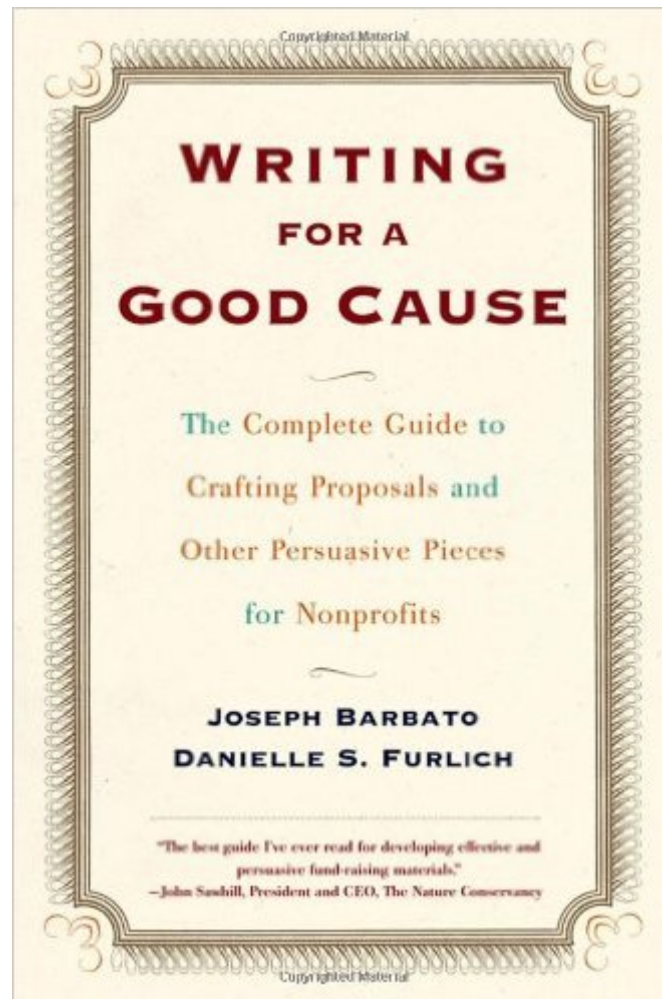


The book was found

Writing For A Good Cause: The Complete Guide To Crafting Proposals And Other Persuasive Pieces For Nonprofits



Synopsis

Filled with tips and survival skills from writers and fund-raising officers at nonprofits of all sizes, *Writing for a Good Cause* is the first book to explain how to use words well to win your cause the money it needs. Whether you work for a storefront social action agency or a leading university, the authors' knowledgeable, practical advice will help you: Write the perfect proposal -- from the initial research and interviews to the final product Draft, revise, and polish a "beguiling, exciting, can't-put-it-down and surely can't-turn-it-down" request for funds Create case statements and other big money materials -- also write, design, and print newsletters, and use the World Wide Web effectively Survive last-minute proposals and other crises -- with the Down-and-Dirty Proposal Kit! *Writing for a Good Cause* provides everything fund raisers, volunteers, staff writers, freelancers, and program directors need to know to win funds from individual, foundation, and corporate donors.

Book Information

Paperback: 332 pages

Publisher: Touchstone; Original ed. edition (January 15, 2000)

Language: English

ISBN-10: 0684857405

ISBN-13: 978-0684857404

Product Dimensions: 6.1 x 0.8 x 9.2 inches

Shipping Weight: 13.6 ounces (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars Â Â See all reviews Â (30 customer reviews)

Best Sellers Rank: #56,627 in Books (See Top 100 in Books) #46 in Â Books > Business & Money > Small Business & Entrepreneurship > Nonprofit Organizations & Charities #60 in Â Books > Business & Money > Skills > Business Writing #334 in Â Books > Business & Money > Skills > Communications

Customer Reviews

Not surprisingly, this book provides advice that -- if applied literally -- will assist you in writing excellent proposals to fund your non-profit organization's ventures. Surprisingly, the advice contained herein -- if made more generic in your mind -- is excellent advice for entire areas of your life. Sounds hokey, true. But honestly, boiled down the advice can be listed as: 1. Identify what the problem is. Do your research until you really understand the causes of the problems and their many effects. 2. Identify how you will know when you have made the problem better. How will you know when the problem has been alleviated? What intermediate steps need to be taken? How will you

measure your progress along the way?3. Identify what tools are available, and which are still needed, to move towards a resolution, or diminution, of the problem. Be specific here. Vague generalities are useless, but the brass tacks of a solution are absolutely priceless. Who has access to these tools? Who can make difficult things easy?4. If you are asking for someone to help you with this problem, present the whole equation to them in a light that makes the most sense to *them*. This doesn't mean to lie, or exaggerate. It only means to focus your proposal in a way that makes them see it most personally.5. Proofread what you have written, to be sure it says what you want it to say. Then proofread it again. And again. Get it right, because it is a hard and fast representative of you. This should be true in everything concrete you put out in the world with your name on it. Now, all of this can be applied to writing a grant proposal. And much of it can be applied to the other things in life.

[Download to continue reading...](#)

Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits Running QuickBooks in Nonprofits: 2nd Edition: The Only Comprehensive Guide for Nonprofits Using QuickBooks Comedy Writing for Late-Night TV: How to Write Monologue Jokes, Desk Pieces, Sketches, Parodies, Audience Pieces, Remotes, and Other Short-Form Comedy Autoimmune: The Cause and The Cure (This book identifies the cause & the cure for: Chronic Fatigue Syndrome, Fibromyalgia, Lupus, Rheumatoid Arthritis, Raynaud's, Rosacea, Myasthenia Gravis, Hashimoto's, Type 2 Diabetes, Multiple Sclerosis, Sjogren's, and more) Writing: A Guide Revealing The Best Ways To Make Money Writing (Writing, Writing Skills, Writing Prompts Book 1) Winning Grants Step by Step: The Complete Workbook for Planning, Developing and Writing Successful Proposals The Artist's Guide to Grant Writing: How to Find Funds and Write Foolproof Proposals for the Visual, Literary, and Performing Artist Writing Business Bids and Proposals For Dummies Perfect Phrases for Writing Grant Proposals (Perfect Phrases Series) Good Charts: The HBR Guide to Making Smarter, More Persuasive Data Visualizations Social Media for Social Good: A How-to Guide for Nonprofits Doing Good . . . Says Who?: Stories from Volunteers, Nonprofits, Donors, and Those They Want to Help Forces for Good: The Six Practices of High-Impact Nonprofits (J-B US non-Franchise Leadership) Writing Romance: The Top 100 Best Strategies For Writing Romance Stories (How To Write Romance Novels, Romance Writing Skills, Writing Romance Fiction Plots, Publishing Romance Books) Easy Duets from Around the World for Flute and Oboe: 26 pieces arranged for two equal players who know all the basics. Includes several Christmas pieces. All are in easy keys. Get Set! Piano Pieces Book 1: Pieces book 1 Pieces of my Heart (Pieces #3) Falling to Pieces (Pieces #1) HBR Guide to Persuasive Presentations (HBR

Guide Series) (Harvard Business Review Guides) HBR Guide to Persuasive Presentations (HBR Guide Series)

[Dmca](#)