

AN INTRODUCTION TO
GRANT WRITING

TELLING YOUR STORY



**CAPITAL AREA
FOOD BANK
OF TEXAS**

THE POWER OF STORY

- The nature of story-telling
- What is the story of your organization? Who tells the story?
 - Clients
 - Volunteers
 - Community
- Tell your story in a new way...
 - Grant writing
- Why should you tell your story?
 - Expand the community's knowledge of your services
 - Share your achievements & needs
 - Secure Funding

THE PARTS OF A STORY



THE PARTS OF A GRANT

THE CONFLICT

- Every great story has a serious conflict.
- The conflict defines the purpose of the organization.
 - *The mission of the Capital Area Food Bank is to nourish hungry people and lead the community in the fight against hunger.*
- Grant proposals often ask about the nature of the conflict your organization is addressing.
 - What is the mission of your organization?
 - What is the purpose of your organization?
 - Summarize your organization's mission.
 - What problem, issue, or need does this organization/project/program address?

THE CHARACTERS

- Who are the major players in your story?
 - Your organization
 - Clients
 - Volunteers
 - Staff
 - Board of Directors
 - Programs/Services
 - Partner organizations
 - Your community

THE PLOT

- The ACTION.
 - Introduction: Cover Sheet/Cover Letter
 - Rising Action: Conflict + Supporting Characters
 - Climax: Your Program and Organizational Service Characters
 - Falling Action: Program and Organizational Service Characters – how will they be successful?
 - Resolution: The “Ask.”

THE CREDITS

- Grant Resource Sheet
- Sample Grant Worksheet
- Helpful Tip Worksheet