

Grant Prep Boot Camp Workshop





Getting ready for non-
dilutive funding



Shiple Communications LLC



This is for the fabulous SCORE participants – A few things.

-  **Yes, I am accepting new clients. Feel free to email sarah@shiplecommunications.com**
-  **If you loved (or even liked or were slightly amused) a review goes a long way. Feel Free to give me a shout out on linked in. <https://www.linkedin.com/in/shiplecom/>**
-  **I will gladly discuss your funding options, for profit, startup, nonprofit I have worked with all types of founders.**
-  **If you share this PPT it's bad karma and no one wants that.**



We have 3
hours to do
what usually
takes a month
or three.

Sometimes years.

The time is right for a
summer regroup –
check books revise
documents and make
sure things are ready
to go for fall!



Let's get real,
lack of funding
hurts your
mission AND
your mental
health.

***Don't cheat, don't steal or lie
Take a beat and talk about AI.**



My promise to you.

I'll be straight with you – funding is hard and organizing for funding is harder. There is **no** secret sauce.

Your baby might be ugly. Your might need to merge, keep your mind open, there are many ways to achieve mission.



I also hate
slide decks.

(SCORE MADE ME DO THIS)

So...listen up.



TRUST THE PROCESS - Seriously.



I have (some) ground rules.

1. Please ask questions in the chat box and we will pause at points (AMA time) to take questions.

2. If you need to take a break NBD, come back to us and SCORE has a recording that they will post.



Quiz Time.

Q. How many of you are professional grant writers?

Q. How many of you have written one or two grants?

Q. How many of you are reliant on one or two funders and are terrified of getting dropped?

Q. How many of you are funders?

Q. How many of you are totally new to this and have no idea what you are doing?



God willing the AV/Zoom/Internet works – here is the plan.

Power Point – The Match

Game Theory – My approach to grants

AMA

Break Down Documents

Master Text Document

Grant Database

Grant Matrix

Questions



“OK, lets go”



Let's talk about **dating**. How many of you date via Tinder, plenty of fish etc.?

*We are going to ignore Grindr – that's not long term.



It is a lot like searching for grants and funding.
(No, I'm not kidding)



You must think about what **you offer**.

What **value to you add to the mission** of the foundation?

What do you bring to the table?

Basically, know thyself



Do's

- Show that you are invested in the cause
- Show that you want a relationship (this is not Grindr)
- Show off your board (group photos are a must)
- Show outcomes with data and photos
- Show a record of success
- Ask for what you need. **ASK FOR WHAT YOU NEED!**

Don't

- Take off your shirt
- Beg for money
- Don't work all the channels every time.
- Use too much “nonprofit porn” - people can see right through it.
- Don't try to be funny unless you are.

Don't lie



Dings –

“nonprofit porn” – distorting images of kid's dogs etc. to raise funds.

Use ethical imagery – get permission. Don't be gross.

<https://repositories.lib.utexas.edu/items/02544a41-47c7-46bb-a1bc-333375fd41db>

Why do nonprofits use images of poor people to raise awareness?

There are many reasons why charity campaigns are created. These include the campaign's intentions and values, its effectiveness in raising awareness about poverty, whether or not it does more harm than good, and the various audiences it is made for.

One of the intentions may be to raise funds and awareness for poverty reduction programs. These campaigns may be effective in drawing attention to the impact poverty has on people, as well as bring about empathy and donations towards poverty reduction. However, poverty porn can also do more harm than good by perpetuating negative stereotypes and exploiting individuals.

In these campaigns, the reaction from audiences includes an emotional response such as shock and/or guilt, which can result in feelings of sympathy and empathy. These types of poverty porn images are often successful in selling a story, converting it into a call-to-action, and persuading the audience to take action.

However, the campaigns can also have the opposite effect. As more of them are shared a callousness begins to grow in those who view them. The shock value has worn off and the audience becomes immune to the guilt. Now, the homeless are yesterday's entertainment.

<https://www.thebautistaprojectinc.org/post/poverty-porn>

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Sarah McLachlan Animal Cruelty Video





Don't be this guy.





Shipley Communications LLC





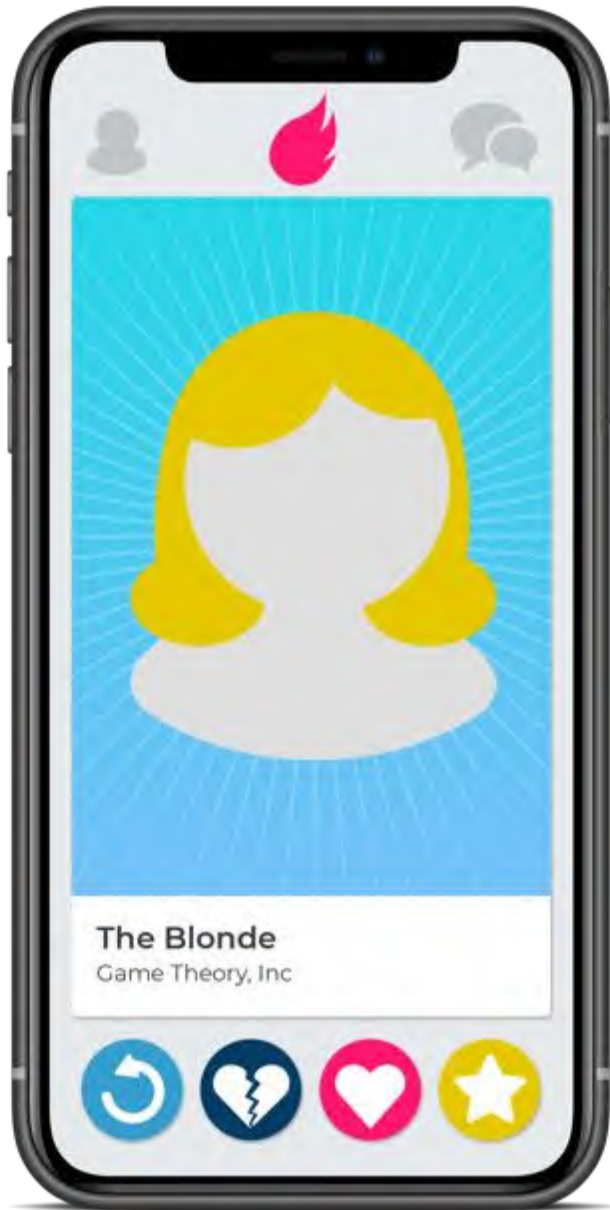
They will swipe left.

*I was informed that when I did this presentation the first time, I got this backward (I'm not on these apps but you get the point)



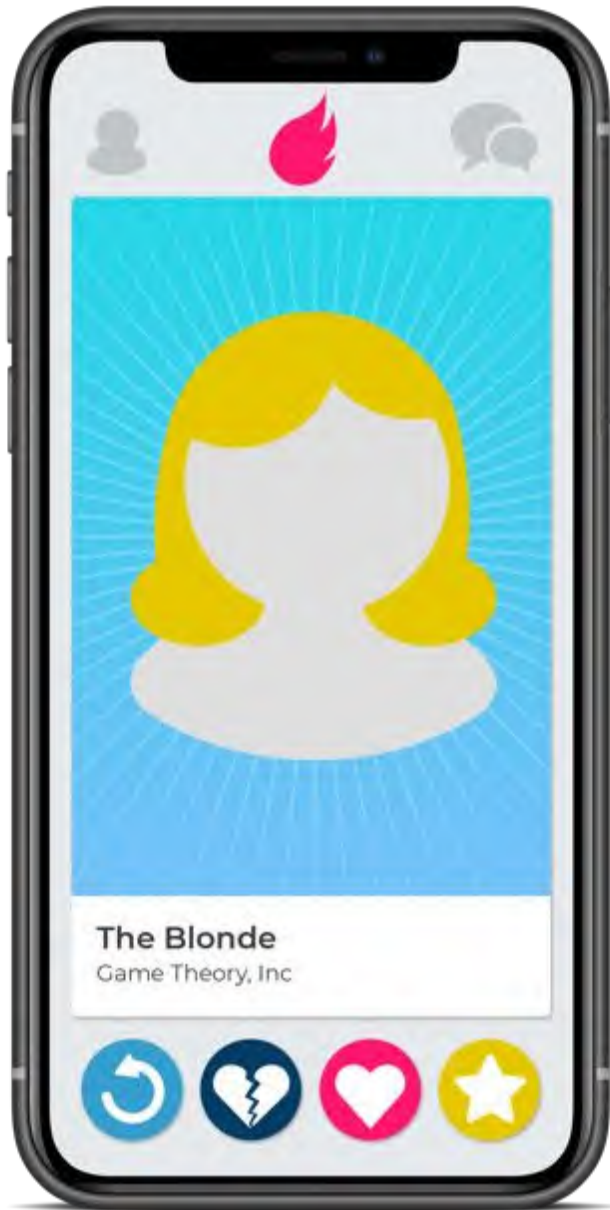
We want them to swipe right.





So, let's create our Tinder profile for our nonprofit. (Not Kidding)





We want to sell ourselves!

Grab some paper, draw the screen,
add your logo and sell yourself!

**I am a funder and I want to know why
I should date you.**

Is it impact?

Is it scale?

Is it longitudinal success?

What do you have to offer that others
don't?

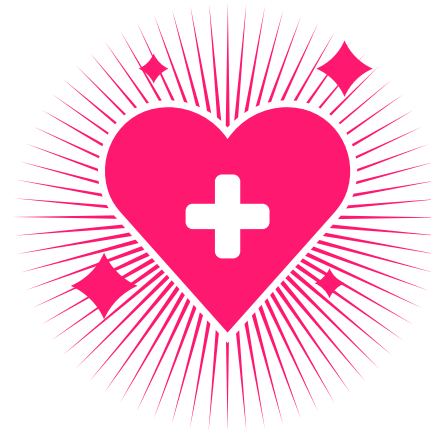
Why should I pick you?

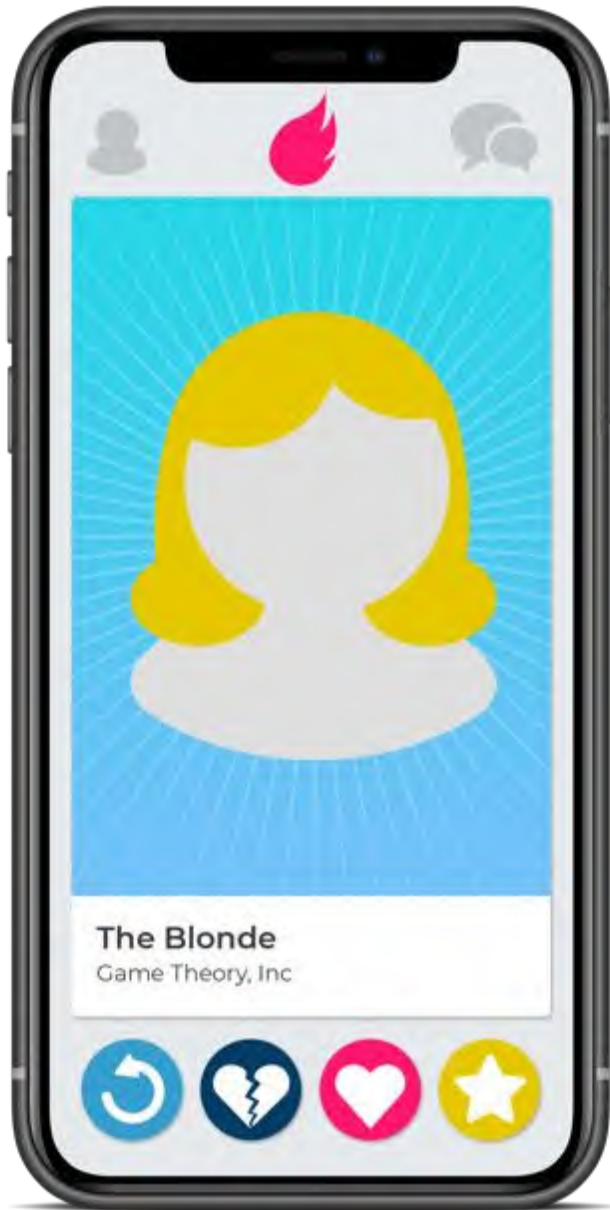


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Food Equality Initiative (FEI)
CEO Emily Brown is a master at
this.

She has the elevator pitch, the
short story, the impact and people
that used to swipe right are...





We want find a match.

Do the same as your profile – but tell us about your perfect match.

Is it mission?

Have they funded others like you?

Are you working with other NPs they have funded ?

Why are they a good fit?

Why should they pick you?

What makes it a hells no?

What makes them a hells yes

Can you settle with this funder?



Report Out!
Tell us about your
profile, tell us about
your perfect match.



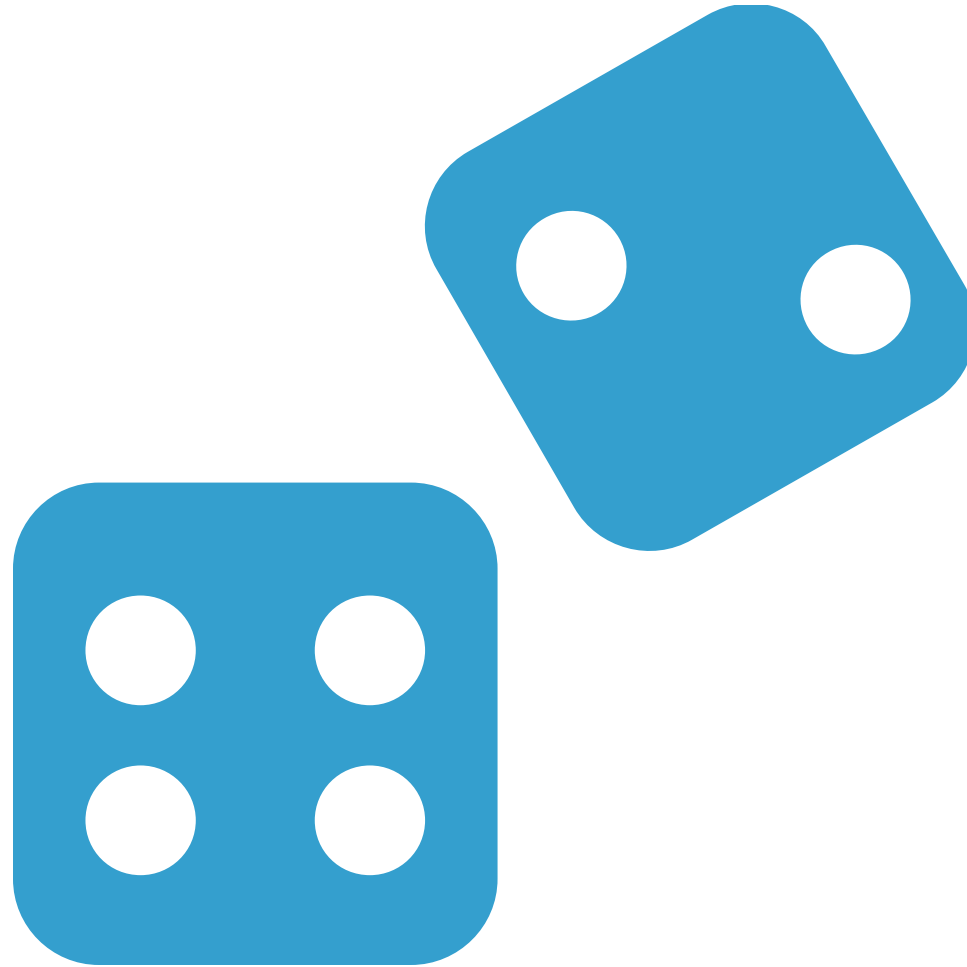
You are creating a framework for funding.



AMA – Question Time



Let's get crazy and talk about **Game Theory**

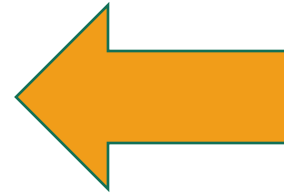


What does Game Theory have to do with grants?



Everything

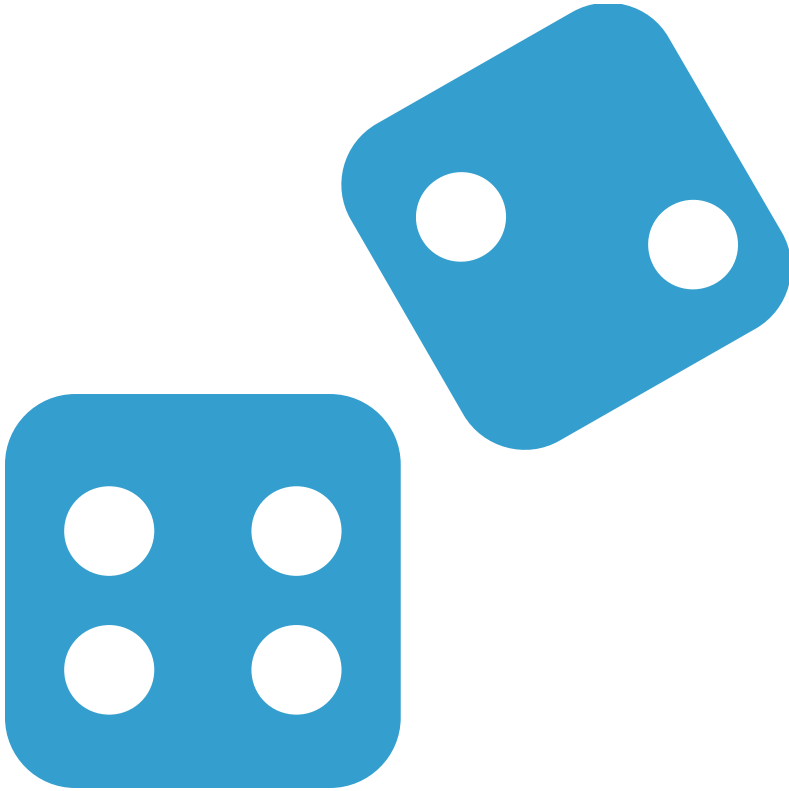
Has anyone here seen a Beautiful Mind or know about the Nash equilibrium, roughly defined as a stable state in which no player can gain advantage through a unilateral change of strategy assuming the others do not change what they are doing.



This has a lot of words so...







What can you learn from this?

Don't go for the most popular grants.

AND?

AMA – Question Time



Demos – Deep dives into search
and discover. (Not as boring as
you might think)



<https://www.kclibrary.org/>

This is now
<https://candid.org/>



<https://fconline.foundationcenter.org/fdo-search/member-index/>



This is now
<https://candid.org/>

Demo FPO



HI GEW KC ▾

HELP ▾



Q FIND FUNDING

MY FDO ▾

PATHWAYS

RESOURCES

Find Funding

Describe what you are trying to fund:

[✕ Close Advanced Search & Filters](#)

Subject Area

What needs funding. Ex: Biodiversity, Education

Geographic Focus

Where funding will be used

Population Served

Who will be affected. Ex: At-risk youth, Veterans

Organization Name

Name of specific grantmaker or recipient

Location

Location of grantmaker or recipient

Who's Who

Someone serving in organization

Include U.S. Federal Funders

[▾ Additional Filters](#)

SEARCH




This is now
<https://candid.org/>

Demo FPO

Find Funding

Describe what you are trying to fund: ✕ Close Advanced Search & Filters

Subject Area <input type="text" value="What needs funding. Ex: Biodiversity, Education"/>	Geographic Focus <input type="text" value="Missouri"/>	Population Served <input type="button" value="Children and youth ✕"/> <input type="button" value="At-risk youth ✕"/>
Organization Name <input type="text" value="Name of specific grantmaker or recipient"/>	Location <input type="text" value="Location of grantmaker or recipient"/>	Who's Who ⓘ <input type="text" value="Someone serving in organization"/>

 Include U.S. Federal Funders ^ Additional Filters

Support Strategy <input type="button" value="Capacity-building and technical assistance ✕"/>	Transaction Type <input type="text" value="Type of monetary support given/received"/>	Organization Type <input type="text" value="Type of grantmaker or recipient"/>
--	---	--

Grant Amount <input to="10000000000" type="range" value="0"/>	Year(s) <input to="2019" type="range" value="2003"/>	Keyword <input type="text" value="Food Allergy"/>	EIN / BRIDGE Number ⓘ <input type="text" value="ID Number of Organization"/>
---	--	---	--



This is now
<https://candid.org/>

Demo FPO



Total Dollar Value of Grants: \$1,410,026

Grantmakers (5)

Grantmaker	City	State	Country	Total Assets	Total Giving	Amount Funded	Grant Count
Bunning Family Foundation	Evanston	IL	United States	\$128,492,916	\$4,252,500	\$135,000	7



Dive Deeper – Take a look at a report

This is now
<https://candid.org/>

The Atterbury Family Foundation
 Shawnee Mission, KS, United States | 9136775300

The Atterbury Family Foundation Most Recent 5 Years At A Glance
 They've funded 195 grants to 78 organizations totaling \$1,201,075

What is Being Funded?

Where is the Money Going?

How Big are the Grants?

Grants

Total Number of Grants: 195 Total Amount Given: \$17,188 Most Common Grant Amount: \$2,198

SHOWING GRANTS FOR "Brain and nervous system disorders"

Recipient	City	State	Country	Primary Subject	Year	Grant Amount
National Ms Society - Mid America	Springfield	Missouri	United States	Multiple Sclerosis	2016	\$2,188
Alzheimer's Association - Heart of America Chapter	Prine Village	Kansas	United States	Alzheimer's Disease	2008	\$18,000
Alzheimer's Association - Heart of America Chapter	Prine Village	Kansas	United States	Alzheimer's Disease	2008	\$1,000

Showing 1-3 of 3 Results. [View All](#) [View All to Print](#) - [Export](#) - [Email](#)

Funding Interests

SUBJECTS Abuse prevention, Arts and culture, Education, Elementary and secondary education, Foundations, Health care administration and financing, Higher education, Human services, In-patient medical care, Museums, Nonprofits, Performing arts, Shelter and residential care, Youth development

GEOGRAPHIC FOCUS Kansas, Missouri

POPULATION GROUPS Academics, Children and youth, Economically disadvantaged people, Low-income and poor people, Students

SUPPORT STRATEGIES General support

ORGANIZATION TYPES Family foundation

About

Purpose and Activities Support primarily for a community foundation; giving also for the arts, education, and human services.

Background Established in 1998 in MO

Other Funders to Consider
 Based on similar patterns of giving (subject area, geographic area served and grant amounts)

[The DeBourse Foundation](#) Kansas City, MO - Arts and Culture, Environment, Community Development, Education, Animals/Wildlife
[Blaine Field Stern Charitable Trust](#) Independence, MO - Community Development, Health, Arts and Culture, Education, Employment
[Wolfe Family Foundation](#) Clayton, MO - Arts and Culture, Education, Environment, Community Development, Animals/Wildlife
[The Charlie & Mary Beth O'Reilly Family Foundation](#) Nixa, MO - Community Development, Education, Health, Human Services, Environment
[Orschem Industries Foundation Inc.](#) Moberly, MO - Education, Human Services, Community Development, Health, Animals/Wildlife
[Ehberry Family Foundation](#) Leawood, KS - Education, Arts and Culture, Community Development, Environment, Philanthropy/Voluntarism

Applications/RFPs

Unsolicited requests for funds not accepted.
 Application form not required.

GIVING LIMITATIONS

Giving limited to KS and MO, with emphasis on the bi-state Kansas City area.
 No grants to individuals.

Financials

FOR FISCAL YEAR ENDED 2016-12-31

\$3,450,359 \$243,005
TOTAL ASSETS TOTAL GIVING

Gifts Received: N/A
 Expenditures: \$371,410

990 FORMS

Qualifying Distributions: \$243,005

[2016](#) [2015](#) [2014](#) [2013](#) [2011](#) [2010](#) [2009](#) [2008](#)
[2007](#) [2006](#) [2005](#) [2004](#) [2003](#) [2002](#) [2001](#)

Giving Activities Include:
 \$243,005 for grants

Who's Who

See who can introduce you to someone at The Atterbury Family Foundation

Governing Body (6)

Alan L Atterbury Board Chair
 Mary P Atterbury President
 Jennifer L Atterbury Vp & Secy
 Andrew L Atterbury Vp & Treas
 David A Atterbury Vp
 Anne Groszek Asst Treas

Donors (2)

Note: if a donor is deceased, the symbol (†) follows the name.
 Alan L Atterbury
 Mary P. Atterbury

The Atterbury Family Foundation Independent foundation

EIN 481202943
 BRIDGE NUMBER 5844541990

LOCATION
 2001 Shawnee Mission Pkwy.
 Shawnee Mission, KS United States 66205-2051

CONTACT INFORMATION
 Telephone: 9136775300

ADDITIONAL LOCATION INFORMATION
 County: Johnson
 Metropolitan area: Kansas City, MO-KS
 Congressional district: Kansas District 01

Profile Last Updated: 07/26/2018 Grant Information Last Updated: 12/03/2018

<https://online.foundationcenter.org/>

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Foundation Overview

This is now
<https://candid.org/>

The Atterbury Family Foundation

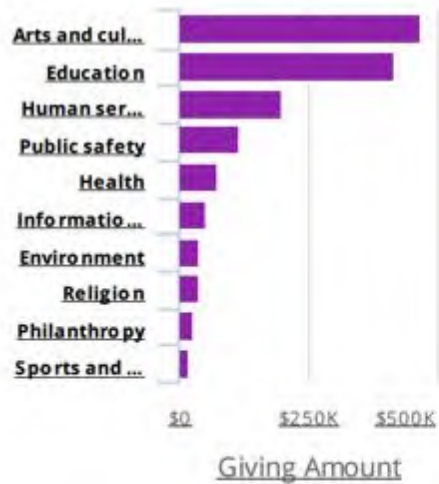
Shawnee Mission, KS, United States | 9136775300



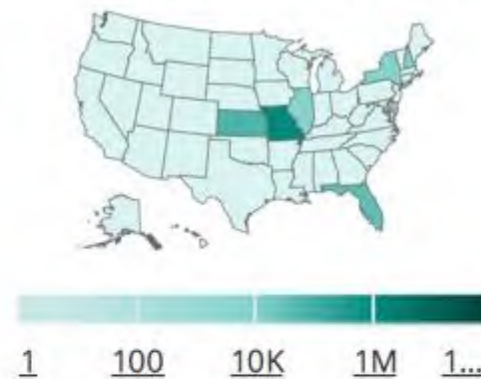
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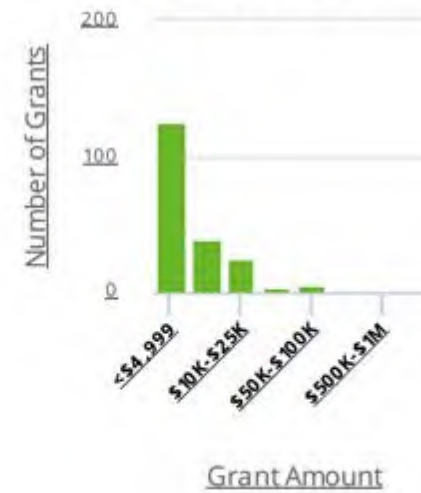
What Is Being Funded?



Where is the Money Going?



How Big are the Grants?



Foundation Grants

Grants

Total Number of Grants: 3

Total Amount Given: \$17,100

Most Common Grant Amount: \$2,100

SHOWING GRANTS FOR "Brain and nervous system disorders"

Recipient	City	State	Country	Primary Subject	Year	Grant Amount
National Ms Society - Mid America	Springfield	Missouri	United States	Multiple sclerosis	2016	\$2,100
Alzheimer's Association - Heart of America Chapter	Prairie Village	Kansas	United States	Alzheimer's disease	2008	\$10,000
Alzheimer's Association - Heart of America Chapter	Prairie Village	Kansas	United States	Alzheimer's disease	2006	\$5,000

Showing 1-3 of 3 Results

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[View All to Print](#) · [Export](#) · [Email](#)

This is now
<https://candid.org/>

ShipleY Communications LLC



Foundation Interests

Funding Interests

SUBJECTS

Abuse prevention, Arts and culture, Education, Elementary and secondary education, Foundations, Health care administration and financing, Higher education, Human services, In-patient medical care, Museums, Nonprofits, Performing arts, Shelter and residential care, Youth development

GEOGRAPHIC FOCUS

Kansas, Missouri

POPULATION GROUPS

Academics, Children and youth, Economically disadvantaged people, Low-income and poor people, Students

SUPPORT STRATEGIES

General support

ORGANIZATION TYPES

Family foundation

About

Purpose and Activities

Support primarily for a community foundation; giving also for the arts, education, and human services.

Background

Established in 1998 in MO



Foundation Patterns

Other Funders to Consider

Based on similar patterns of giving (subject area, geographic area served and grant amounts)

[The DeBruce Foundation](#) Kansas City, MO - Arts and Culture, Environment, Community Development, Education, Animals/Wildlife

[Elaine Feld Stern Charitable Trust](#) Independence, MO - Community Development, Health, Arts and Culture, Education, Employment

[Wolfe Family Foundation](#) Clayton, MO - Arts and Culture, Education, Environment, Community Development, Animals/Wildlife

[The Charlie & Mary Beth O'Reilly Family Foundation](#) Nixa, MO - Community Development, Education, Health, Human Services, Environment

[Orscheln Industries Foundation Inc.](#) Moberly, MO - Education, Human Services, Community Development, Health, Animals/Wildlife

[Elsberry Family Foundation](#) Leawood, KS - Education, Arts and Culture, Community Development, Environment, Philanthropy/Voluntarism



Foundation Details

Applications/RFPs

Unsolicited requests for funds not accepted
Application form not required.

GIVING LIMITATIONS

Giving limited to KS and MO, with emphasis on the bi-state Kansas City area.
No grants to individuals.

Financials

FOR FISCAL YEAR ENDED 2016-12-31

\$3,450,359

\$243,005

TOTAL ASSETS

TOTAL GIVING

Gifts Received: N/A

Expenditures: \$371,410

Qualifying Distributions: \$243,005

Giving Activities include:
\$243,005 for grants

990 FORMS

[2016](#) [2015](#) [2014](#) [2013](#) [2011](#) [2010](#) [2009](#) [2008](#)
[2007](#) [2006](#) [2005](#) [2004](#) [2003](#) [2002](#) [2001](#)

Who's Who

See who can introduce you to someone at The Atterbury Family Foundation

Governing Body (6)

Alan L Atterbury Board Chair
Mary P Atterbury President

Donors (2)

Note: If a donor is deceased, the symbol (‡) follows the name.
Alan L. Atterbury



Foundation More Detail

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Anne Groszek Asst Treas

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Alan L. Atterbury
Mary P. Atterbury

The Atterbury Family Foundation

Independent foundation

EIN 481202943

BRIDGE NUMBER 5844541990

LOCATION

2001 Shawnee Mission Pkwy.
Shawnee Mission, KS United States 66205-2051

ADDITIONAL LOCATION INFORMATION

County: Johnson
Metropolitan area: Kansas City, MO-KS
Congressional district: Kansas District 01

CONTACT INFORMATION

Telephone: 9136775300



Get to know the Foundation – Through Tax Forms

Applications/RFPs

Unsolicited requests for funds not accepted
Application form not required.

GIVING LIMITATIONS

Giving limited to KS and MO, with emphasis on the bi-state Kansas City area.
No grants to individuals.

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FOR FISCAL YEAR ENDED 2016-12-31

\$3,450,359	\$243,005
TOTAL ASSETS	TOTAL GIVING

Gifts Received: N/A
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Qualifying Distributions: \$243,000
Giving Activities include:
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990 FORMS

[2016](#) [2015](#) [2014](#) [2013](#) [2011](#) [2010](#) [2009](#) [2008](#)
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Alan L. Atterbury



990 – What? It is **not** an area code.

*Stalking the potential date.

efile GRAPHIC print - DO NOT PROCESS		As Filed Data -	DLN: 93491317013287
Form 990-PF Department of the Treasury Internal Revenue Service	Return of Private Foundation or Section 4947(a)(1) Trust Treated as Private Foundation ▶ Do not enter social security numbers on this form as it may be made public. ▶ Information about Form 990-PF and its instructions is at www.irs.gov/form990pf .		OMB No 1545-0052
			2016 Open to Public Inspection
For calendar year 2016, or tax year beginning 01-01-2016, and ending 12-31-2016			
Name of foundation THE ATTERBURY FAMILY FOUNDATION		A Employer identification number 48-1202943	
Number and street (or P O box number if mail is not delivered to street address) Room/suite 2001 SHAWNEE MISSION PARKWAY		B Telephone number (see instructions) (913) 677-5300	
City or town, state or province, country, and ZIP or foreign postal code SHAWNEE MISSION, KS 66205		C If exemption application is pending, check here ▶ <input type="checkbox"/>	
G Check all that apply <input type="checkbox"/> Initial return <input type="checkbox"/> Initial return of a former public charity <input type="checkbox"/> Final return <input type="checkbox"/> Amended return <input type="checkbox"/> Address change <input type="checkbox"/> Name change		D 1. Foreign organizations, check here ▶ <input type="checkbox"/> 2. Foreign organizations meeting the 85% test, check here and attach computation ▶ <input type="checkbox"/>	
H Check type of organization <input checked="" type="checkbox"/> Section 501(c)(3) exempt private foundation <input type="checkbox"/> Section 4947(a)(1) nonexempt charitable trust <input type="checkbox"/> Other taxable private foundation		E If private foundation status was terminated under section 507(b)(1)(A), check here ▶ <input type="checkbox"/>	
I Fair market value of all assets at end of year (from Part II, col (c), line 16) ▶ \$ 3,450,359		F If the foundation is in a 60-month termination under section 507(b)(1)(B), check here ▶ <input type="checkbox"/>	
		J Accounting method <input type="checkbox"/> Cash <input checked="" type="checkbox"/> Accrual <input type="checkbox"/> Other (specify) _____ (Part I, column (d) must be on cash basis)	



It is a DEEP dive into giving.

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
Name and address (home or business)				
a Paid during the year				
CONSERVANCY OF SW FLORIDA 1495 SMITH PRESERVE WAY NAPLES, FL 34102	NONE	501(C)(3)	GENERAL	3,500
DARTMOUTH COLLEGE 6066 DEVELOPMENT OFFICE HANOVER, NH 03755	NONE	501(C)(3)	GENERAL	3,000
FRIENDS OF UNIVER ACADEMY 6801 HOLMES ROAD KANSAS CITY, MO 64131	NONE	501(C)(3)	GENERAL	500
HIGHER M-PACT 1601 E 18TH ST 205 KANSAS CITY, MO 64108	NONE	501(C)(3)	GENERAL	1,000
JACKSON COUNTY CASA 625 EAST 26 STREET KANSAS CITY, MO 64108	NONE	501(C)(3)	GENERAL	600
Total				243,005
3a				



It is a DEEP dive into giving.

Form 990PF Part XV Line 3 - Grants and Contributions Paid During the Year or Approved for Future Payment

Recipient Name and address (home or business)	If recipient is an individual, show any relationship to any foundation manager or substantial contributor	Foundation status of recipient	Purpose of grant or contribution	Amount
a <i>Paid during the year</i>				
AMERICAN RED CROSS 211 W 51ST STREET KANSAS CITY, MO 64112	NONE	501(C)(3)	GENERAL	1,000
AMERICAN RED CROSS 211 W 51ST STREET KANSAS CITY, MO 64112	NONE	501(C)(3)	GENERAL	2,500
BOYS & GIRLS CLUB OF GREATER KC 4001 BLUE PARKWAY STE 102 KANSAS CITY, MO 64130	NONE	501(C)(3)	GENERAL	3,000
BOYS & GIRLS CLUB OF GREATER KC 4001 BLUE PARKWAY STE 102 KANSAS CITY, MO 64130	NONE	501(C)(3)	GENERAL	1,200
CAMPS FOR KIDS 5960 DEARBORN SUITE 225 MISSION, KS 66202	NONE	501(C)(3)	GENERAL	2,000
Total ▶ 3a				243,005



Pro Publica

<https://projects.propublica.org/nonprofits>

Grants.Gov

<https://grants.gov/search-grants>
<https://grants.gov/search-grants>

Candid

<https://fconline.foundationcenter.org/fdo-search/member-index/>

Library

<https://www.kclibrary.org/>



Grants for Creators

<https://www.grantsforcreators.com/>

Sample Grants

<https://www.ims.gov/grants/apply-grant/sample-applications>

SBA

<https://www.sba.gov/funding-programs/grants>



Decision Matrix For Grants (Simple)

FUNDING SOURCE - Name of Grantor	TYPE (corp, foundation etc.)	Contact - Name, Title link to LinkedIn	DUE DATE	DATE SENT	2021 Request Amount	2020 Award	2019 Award	REPORT DUE
January								
February								
March								
April								
May								
June								
July								



Decision Matrix For Grants (Complex)

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Link to Master Text Document for Org	Link to 990/Audit		Link to Project Budget	Link to Project Grant Evaluation								
2	FUNDING SOURCE - Name	User Name and	TYPE (corp. foundation	Contact - Name.	PROGRAM -	Level of Effort	START DATE	DUE DATE	DATE	DRI	2018	2018 Award	2017
3	January												
4	Aldi Kids Foundation		Foundation		Community Giving	5 hours	January 2, 2018		#####	Emily Brown	\$5,000	\$0	\$5,000
5													
6	February												
7													
8													
9	March												
10													
11													
12	April												
13													
14													
15	May												



AMA – Question Time



Remember that dating profile?
TRUST THE PROCESS – Seriously, it
will come full circle soon.



Storytelling for Grants

“Pixar Pitch” This is called the Pixar pitch because that is what Daniel Pink called it in his book, To Sell is Human: The Surprising Truth About Moving Others. This “pitch” is an improve piece called the story spine created by Ken Adams. The Pixar folks use a concept called story beats or story spine.

THE STORY SPINE

THE STORY SPINE	STRUCTURE	FUNCTION
Once upon a time...	Beginning	The world of the story is introduced and the main character's routine is established.
Every day...		
But, one day...	The Event	The main character breaks the routine .
Because of that...	Middle	There are dire consequences for having broken the routine. It is unclear if the main character will come out alright in the end.
Because of that...		
Because of that...		
Until finally...	The Climax	The main character embarks upon success or failure
And, ever since then...	End	The main character succeeds or fails, and a new routine is established.

Storytelling for Grants

THE WIZARD OF OZ

- 1. Once upon a time** there was a little girl named Dorothy who was carried by tornado to the magical land of Oz.
- 2. Every day**, she journeyed toward the Emerald City to ask the Great and Powerful Wizard of Oz to help her get home.
- 3. But one day**, she got to Oz and she met the Wizard.
- 4. Because of that**, the Wizard told Dorothy that he would only help her get home if she killed the Wicked Witch of the West.
- 5. Because of that**, Dorothy encountered many dangers and was finally successful in destroying the witch.
- 6. Because of that**, the Wizard agreed to take Dorothy home in his hot-air balloon.
- 7. Until finally**, on the day of their departure, Dorothy ran after her dog, Toto, and missed the balloon.
- 8. And ever since then**, Dorothy learned that she always had the power to get home on her own, which she did.

A community example where you want to dramatically improve early childhood reading outcomes.

- 1. Once upon a time there was ...** an education crisis haunting our schools and communities across North America.
- 2. Every day ...** large percentages of our children were not achieving proficiency in vital literacy skills to the point that some in our community even doubted whether they ever could.
- 3. One day ...** we developed a simple and shared definition of what children had to know to be ready for school.
- 4. Because of that ...** our early childhood centers and parents became better at helping all children enter kindergarten ready to learn
- 5. Because of that ...** teachers were free to work more on skill development for each individual child.
- 6. Until finally ...** every child, irrespective of ethnic or economic circumstance, became a proficient reader by the end of third grade.

Storytelling for Grants

A community example where you want to dramatically improve early childhood reading outcomes.

- 1. Once upon a time there was** ... an education crisis haunting our schools and communities across North America.
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- 6. Until finally** ... every child, irrespective of ethnic or economic circumstance, became a proficient reader by the end of third grade.

It is your turn!

- 1. Once upon a time there was**
- 2. Every day**
- 3. One day**
- 4. Because of that**
- 5. Because of that**
- 6. Until finally**

Add details to the spine, develop your story!

Polish, add mission or ask.

Reword the fairy tale language and create a 1000-word version AND a 500-word version.

READY TO SHARE!

Master Text Document

Organizational Doc for XXXX Grants and Grant Planning

Put a Link to Grant Cal Here

Put a Link to 990's, and Foundation Reports of top 10 Grants Here

Organization (Your orgs Name)

EIN

Operating Docs (link all of the docs you need below)

Governance (Incorporation Docs)

Letter from Missouri for Nonprofit Status

Insurance

Code of Conduct

Statement of Equal Opportunity

Staff - bios, why they are key to getting the mission accomplished

BOD - bios, ethnicity, age, giving etc.

History of Organization

500-100 words here

The Why of the Organization

500 words or less here

Mission Statement

duh , the mission statement

500 Word Statement on Company (general)

1000 Word Statement on Company (general)

Budget with Overhead

Budget without Overhead

Programs

Education

500 Word Statement on Education (general)

1000 Word Statement on Education (general)

Outcomes on Education

Letter of Support for Program (try to get at least 3)

Link Letters Here



Master Text Document

Shovel Ready Projects

List here

This is a list of the projects you would do if you had more resources.

i.e. scholarships, diversity programs, fellowship, equipment

Partner List

This is a list of all potential partners that you would work with

Name of Company or nonprofit

Contact Name and Info

Why they are a good partner and how together you would be stronger

Generic LOI Letter Text

This is the text that you would use for a letter of Interest - from granting orgs that might not be accepting applications or are invite only.

ShipleY Communications LLC



Master Text Document

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ShipleY Communications LLC



Don't be this guy.



sarah@shiplecommunications.com

<https://www.linkedin.com/in/shiplecom/>

