

Strategic Grant Writing: From Planning to Impact

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Welcome & Workshop Overview

- Why strategy matters in grant writing
- Aligning funding with mission and goals
- Tools and techniques to improve success
- Post-award management
- Interactive Format: Share ideas, ask questions



Why Strategic Grant Writing?

Not just about writing proposals.

Connects funding to organizational sustainability.

Builds long-term relationships with funders.

Helps prevent mission drift.

Don't let
the tail
wag the
dog!





Create a Tailored Grant Strategy

Align Grants With:

- Organizational mission
- Strategic goals
- Budget & staffing capacity

- Identify Budget Gaps

- What do you need that isn't funded now
- Understand full cost of project/program

Match with Funder Priorities

- Use their language & focus areas

Define Impact

- Clear, measurable outcomes

Navigating Funding Opportunities

Relationships

- Prospecting, planning, relationship building

Research & Writing

- Writing, submitting, communicating

The Fine Print

- Reporting, compliance, storytelling, stewardship

Post-Award Management Best Practices

- Maintain a grant calendar
- Assign internal responsibilities
- Build in monitoring tools
- Update & recognize funders



Research Tools & Peer Funding Landscape

Tools

Use tools like:

- Foundation Directory, Grants.gov, Candid, etc.

Strategies

Analyze peer organizations' funders


- Annual reports and 990s

Trends

Find trends in your sector

Putting It All Together

Strategic Grant Writing =
Intentionality + Alignment + Storytelling



A good grant program is:



- Proactive, not reactive



- Mission-driven



- Fundable and sustainable

Questions & Open Discussion

Let's talk!

- Specific grant challenges
- Internal capacity concerns
- Funders you've had success with
- Tools that work for you



THANK YOU!



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