

INTRODUCTION TO PROPOSAL WRITING

One half of fundraising is about building relationships and the other half is about asking. If we focus on the “asking” part, we have to think about our success in terms of asking more, asking better, and asking smarter. This introductory workshop on proposal writing will help us understand how to make that “ask” on paper, and how to think about ways to make that “ask” better and smarter.

The purpose of this workshop is to provide participants with an introduction to proposal writing. By the end of the session, participants will have an understanding of:

- A general proposal review process;
- Basic foundation research;
- Six principles of effective fundraising;
- Process for developing a logic model for the program plan; and
- Essential components of a grant proposal;

This workshop will be held in two sessions. **Participants must be able to attend both sessions.** In addition, **participants will be asked to complete a logic model (which will be introduced in the first session) by the second session.**

Randall Quan, Managing Director at Community Resource Exchange, will be presenting this workshop. CRE develops New York City's communities by improving the quality, productivity, and effectiveness of community-based organizations. Since 1979, CRE has helped over 3,000 organizations work through a vast range of management challenges. CRE works with organizations' leaders to plan, develop, and execute strategies for innovative, effective programming. CRE's areas of expertise include board development, fundraising, planning, financial management, personnel management, evaluation, organizational restructuring, leadership development, and staff hiring. Mr. Quan brings with him nearly 20 years in the nonprofit sector as a proposal writer, a grantee, a funder, and a consultant.

Part A (Tuesday, March 15, 2011)

This session will focus on introducing proposal writing concepts and tools, including basic foundation research and the NY/NJ Common Application Form. This session will also introduce the logic model and how it could be used to structure the grant proposal.

Part B (Tuesday, March 29, 2011)

This session will focus on reviewing and applying the proposal writing concepts and tools presented in the first session, relying heavily on the participants' work on their own proposals prior to this session.

Who should attend: *This is an introductory workshop. If you are new to proposal writing or who have limited experience in proposal writing, then this workshop is for you. (If you already understand the mechanics of writing a grant then, you might find this workshop redundant.)* Again this workshop will be held in two sessions and you must be able to attend both sessions. You will be asked to complete a logic model exercise by the second session.

When: **Part A, Tuesday, March 15, 2011, 9:30 am – 1:00 pm**
(Breakfast will be available from 9-9:30 AM)

Location: New York Foundation
10 East 34th Street, 10th Floor, NYC

Part B, Tuesday, March 29, 2011, 9:30 am – 1:00 pm
(Breakfast will be available from 9-9:30 AM)

Location: The New York Foundation
10 East 34th Street, 10th Floor, NYC

How to register: Fill out the enclosed registration form and return it by
Friday, March 11, 2011
Isabel Rivera
New York Foundation
Fax: (212) 594-5918

Registration is on a first-come-first-served basis. Only one person per organization. If more than one person is interested in attending, we will have a waiting list should space become available.

**This workshop is co-sponsored by New York Foundation,
New York Women's Foundation, North Star Fund, Stonewall Community
Foundation, and Union Square Awards.**