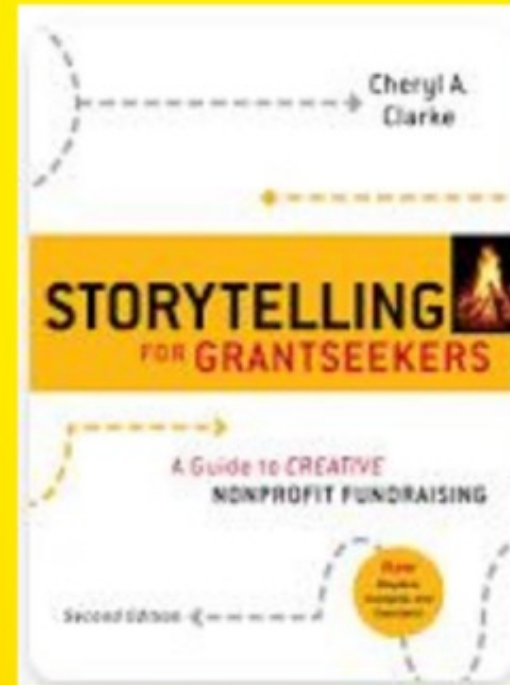


Storytelling for Grantseekers



Narrative

5% -10% of total length

Hook – pull the reader into the story

- strong not gimmicky
- lead with an important fact, a question, or even a notable quote

History and Mission

- establish the credibility of your hero agency by describing a prior accomplishments and achievements
- If your mission statement is not concise and compelling, then rewrite a version that is.

Setting

- Establish a sense of time and place

Narrative

1 paragraph to ½ page maximum

Introduce Your Hero Organization

- Your hero is your program
- Who are your clients?
- Where do the clients reside or where does your organization work?
- Introduce the other main characters, your client(s)

Story Arc

English class: introduce the characters and setting, begin to build the tension with the story problem to reach the climax and then solve the problem and the story ends happily ever after

- Who is your antagonist?
- For SBEAPS it usually isn't a person
- It can be:
- Environmental regulations
- The environmental regulatory agency
- The specific problem that your clients are facing

Conflict

Height of the story arc

What is your goal?

- Goals are big and broad

What is your objective?

- What is capable of being achieved in the short term?
- Keep the objective realistic

Methods

Your promise

Keep your intended results:

- Realistic
- Achievable
- Measurable

Budget

Translating your story to numbers

- Usually, you are the subject matter expert (SME) giving a budget big picture that someone else in your agency will use to create the detailed documentation.
- A budget is a forecast of expected revenues and expenses
- Know what expenses grant funding can and cannot be used for

Evaluation

Epilogue

- How well is the agency meeting the expectations and addressing the needs
- What tools can you use to show your success
- how often should you have a conversation with the funder
- Who is going to analyze the data
- Who are you going to share the evaluation with

Future

The sequel

- What stories will you want to tell and continue to tell into the future?
- Will you continue the same work with the same characters or do you want to expand the characters into a different geographic region or a different industry
- Is this a one time or continuing funding?
- If you want to continue this program after the grant, where will you come up with the money?