

# Now Win Those Hard-to-Get Grants With Smart Marketing Techniques

With more organizations seeking limited funds, now winning competitive grants from public or private sources requires more than just a good program. It demands smarter **marketing**.

In this all-day interactive workshop recorded in 1981, John L. Gann shows government agencies and non-profits techniques for getting an edge in winning the most competitive awards from the most demanding funders.

In addition to presentations on grants marketing techniques, he'll take you through brief skill-building exercises, and you'll hear how grant-seekers like you responded to them.

Both John and workshop participants show how responses could be improved, and John answers participants' questions you might have asked.

Plus tips you'll pick up have been consistently applicable to diverse funding programs over the years. So information you'll get won't become obsolete as programs or funders change.

## Do You Know All This?

Start out by seeing how much you already know compared with other grant-seekers with John's True-or-False quiz. Then hear what more you need to know to better attract the funding you need.

The **two** important ways your job as a grant applicant is one of **selling**.

The Number One failing of grant proposals—and how to avoid it.

John's easy-to-remember 9-word question on the four points your proposal must address

The weakest section of most proposals

Why you should **not** talk about your agency's needs in the proposal

Why it's important to select the right **geography** for your funded program to serve

How to make testimonial endorsements work harder—and what's even better to include

When to use—and avoid using—graphics How to substantiate your need for funding

Proposal writing problems to avoid

What to include that funders do **not** ask for

Why you must distinguish means from ends

## More Things You'll Hear

How to boost your credibility with the funder

Good proposal? Not enough! What else to do

Program objectives should always be...what?

How a little research can strengthen your proposal—one of John's clients discovered it had a high ranking it never knew about

Detailed ways to define the need for a project

Approach a single funder or multiple sources?

Funders are interested in **ends**; applicants talk about **means**. How to avoid this mistake.

The pre-application inquiry

Why not to approach a funder hat in hand, and what to do instead

## What They Say

*"I ...feel our organization will get back its registration fee many times over."*

Lester K. Kloss, Jr., Fund Raising Director  
South Suburban Humane Society, Chicago Hts., IL

*"Future attempts at funding will be greatly improved thanks to course information."*

Timothy A. Potts, Grant Coordinator,  
City of Olmsted Falls, OH

*"A good project-workshop. One of the best I have attended."*

Richard L. Dunn, Director,  
Community Development Agency, Kankakee, IL.

## Your Workshop Leader

John L. Gann, Jr., has given two different public grantsmanship seminars in multiple Midwest cities and helped clients win their first grants from new public or private funding sources. He did a grants newsletter for metropolitan Chicago and one of the first manuals nationwide on a new federal program. And he's written and spoken widely on how the best marketing ideas from business can also be used to achieve important public purposes.

He held an Extension appointment at Cornell University and was grants specialist and Local Services Director at the Northeastern Illinois Planning Commission in Chicago

## Get Smarter Faster Cheaper

Now there's no need to travel to a distant city and spend hundreds of dollars for this kind of specialized training. With these CDs, you'll get smarter about grants while driving to work.

You can share what you hear with others in your organization. Points you miss the first time around you can listen to again. And you get much of the benefit of workshop-style interaction you don't get from lectures.

If you're serious about grants, start being more successful now by learning what your competitors for funding know.

## Get Started Now

Fax or call toll-free to (866) 61-HORAM

**Yes**, send \_\_\_\_\_ sets of the 8-CD, six-hour audio workshop *Marketing to Win Grant Funds* (1981) and bill me for \$149.75 + 8.00 S&H per set.

Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/ZIP \_\_\_\_\_

Phone \_\_\_\_\_

This CD recording may contain minor electrical interference resulting from media conversion that does not interfere with the clarity of Mr. Gann's presentation. Since funding programs change over time, there are incidental references to grant trends that are now dated but do not impair the validity of other information offered.