Workshop Summaries

Persuasive Writing for Effective Fundraising and Grants - Lisa Arnette, Pathway Associates (Keynote)

We've all heard of the power of the written word. Crafting the right message for the right funder is a critical component of fundraising and grants success. This session will give you tips for tuning up your messaging and polishing your writing skills to create clear, funder-centric pieces that build on the power of storytelling – whether you're writing grants, letters, case statements, or more.

Program Evaluation 101 - Karen D. Hill, J. Reuben Clark Law School

 This class will cover information about evaluating programs, focusing on how professional grant writers can help clients see how evaluations are an extension of accomplishing their mission or research goals. The presentation will include the following information:
• What kinds of things are common to evaluate
• When evaluation methods are valid
• What data will give the information needed
• How the logic model is useful in determining what to evaluate
• How evaluation findings can be used

Scarcity vs. Power - Karen E. Mecham, Karen E. Mecham & Associates

In this workshop, grant writers will learn how to building a stronger case for funding and especially outline steps that have proven to be effective in breaking the cycle of poverty. They will have the ability to raise more funding with better statistical information on success rates that can be achieved. The workshop will also address scarcity as it applies to organizations that do not focus on poverty.

#NoFilter = #NoMoney: How to Partner with Your Marketing Department for Maximum Grant Success - Laura Chynoweth, Founder and CEO of Granted Fundraising Consultants, and Dana Hernandez-Tuddenham, Co-Founder of Loop Services

 In this interactive presentation, we will discuss how to partner with public communications colleagues to achieve greater leverage with grantors. Attendees will learn to:
• Align grant writing and marketing goals, as well as measurable objectives and outcomes
• Clarify needs to be conveyed to different audiences
• Create a process and expectations for Marketing and Development staff

Developing Successful Grant-Funded Projects: Identifying Common Characteristics - Jeana Neu, Founder and Principal Consultant of NeuFunding, LLC

This is an interactive workshop involving the presenter and participants working actively toward the goal of learning how to develop successful grant-funded projects. The presenter will discuss what she has learned about developing successful grant-funded projects for various nonprofits, from school programs, to art programs, to statewide programs. She will share her strategy for working with clients to refine project planning and implementation to be better aligned with the goals of current funders. Participants will then engage in an interactive conversation to identify key strategies for identifying projects poised for funding. We will share discoveries and insights and will summarize participants' goals and ideas for forming projects that are more likely to be funded.

10 Tips in 10 Minutes: Budgets, Process, Evaluation, and Finding Funders - Roxanna Johnson, GPC

This fun, fast-paced training is designed to give you some quick tips to improve your grant development process! Q&A and group discussion will follow the presentation.

Understanding Logic Models - Katelyn Shoemaker, GPC, Museum of Pop Culture

Do logic models make you feel logically challenged? Are you seeking a way to tell your grantors, program officers, or even donors/constituents about your program in a visually appealing way? Come learn about logic models with us! During this session, you will be able to dive into what a logic model is, the how/when/where of using a logic model, and a detailed breakdown of the different components of a logic model. You will then put your skills to practice through hands-on application. This workshop will give you the opportunity to brainstorm with fellow attendees on a potential logic model for your program/project, and you will leave feeling less logically challenged!