

Successful Grantwriting:
Local Author Offers Free “How to” Workshop
on Wednesday, November 4th

With the increasingly vital need for grant funding, and accordingly an increased competition for available grants, grantwriters – experienced or not – are looking for anything that can give them an “edge.” A new book, and a free workshop on Wednesday, November 4, will focus on *How to Say It: Grantwriting; Write Proposals That Grantmakers WANT to Fund*. The workshop will be held at the Barnes & Noble on Route 9 (335 Russell Road) in Hadley, from 3:30 to 4:30 p.m.

Deborah S. Koch, Director of Grants at Springfield Technical Community College, has raised millions of dollars for higher education and community nonprofits. She says, “Like everyone else, nonprofit organizations are feeling the negative effects of the economic downturn in reduced government monies, private grants, and individual donations. On top of that, there is an increased call for services. It's not pretty. But grants are still being made. In fact, because of the stimulus bill there are a lot more government grant opportunities right now than there used to be and foundations are still making grants, albeit in a more limited way. So, the funding possibilities are there, but because of intensified need, the competition is high – all the more reason to learn how to write strong, engaging, convincing grant proposals.”

Available this month from Penguin's Prentice-Hall Press, *How to Say It: Grantwriting* is a step-by-step guide to writing grant proposals that are tailored specifically to a donor's interests. It also teaches grantseekers how to find out which funders fit their project exactly; how to read between the lines to see what each grantmaker is specifically looking for; and how to find a winning “hook” that will appeal to the funder's interests, while still being true to the project.

Anyone interested in attending the free workshop is asked to RSVP by emailing crm2088@bn.com with Grantwriting in the subject line.

“Above all, Koch is aware of the importance of using language well. If the proposals that come from her readers are as clear, lively, and readable as the book itself, funders may even come to enjoy reviewing proposals,” said Benjamin R. Shute Jr., Program Director, Democratic Practice and Corporate Secretary Emeritus of the Rockefeller Brothers Fund. The book has been favorably reviewed in the prestigious *Chronicle of Philanthropy*.

Koch has developed a unique approach to grant-seeking—a career she came to through a series of unintended stepping stones, beginning with a five-year stint as the “grants and projects” staff person in a West Virginia congressman's office. Receiving an MPA from the John F. Kennedy School of Government at Harvard University, Koch advanced to foundation fundraising from a research and public policy background.

Koch has published several works, including *Mission Possible: 202 Ways to Strengthen the Nonprofit Sector's Infrastructure* and *The Nonprofit Policy Agenda*. She has conducted numerous grant-seeking workshops around the country and has consulted for groups such

as the Council on Foundations, the National Council of Nonprofit Associations, the Foundation Center, and the Kellogg Foundation. She has worked as a research and writing consultant and served as director of foundation relations at a large university.