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Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits

By Joseph Barbato, Danielle Furlich



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Filled with tips and survival skills from writers and fund-raising officers at nonprofits of all sizes, *Writing for a Good Cause* is the first book to explain how to use words well to win your cause the money it needs. Whether you work for a storefront social action agency or a leading university, the authors' knowledgeable, practical advice will help you:

1. Write the perfect proposal -- from the initial research and interviews to the final product
2. Draft, revise, and polish a "beguiling, exciting, can't-put-it-down and surely can't-turn-it-down" request for funds
3. Create case statements and other big money materials -- also write, design, and print newsletters, and use the World Wide Web effectively
4. Survive last-minute proposals and other crises -- with the Down-and-Dirty Proposal Kit!

Writing for a Good Cause provides everything fund raisers, volunteers, staff writers, freelancers, and program directors need to know to win funds from individual, foundation, and corporate donors.



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Editorial Review

Amazon.com Review

Writing for nonprofits is a juggling act. One's job might entail writing grant proposals, newsletters, thank-you notes, case statements, and Web-site material--each for a different boss. The most successful development writers take the time to both experience their causes firsthand (sleep in the shelter, go to rehearsals, visit the wilderness) and cultivate personal relationships with their donors ("people give to people"). You'll give yourself an amazing head start when applying for a grant, say Joseph Barbato and Danielle Furlich, just by following an organization's guidelines and getting your math right--it's surprising how many fundraisers do neither. Make your point once, clearly, and don't forget the human element. "You aren't just asking for money," say the authors of *Writing for a Good Cause*, "you are asking to help people." Barbato and Furlich, both veteran fundraisers, interviewed both grants administrators and development writers for this guide. The result is an inside view of the arcane workings of the world of fundraising that would make any novice feel more proficient immediately. Their "gotta-get-it-out-right-now, how-late-is-FedEx-open? Down-and-dirty proposal kit" is a terrific tool when there isn't time to write the "knockout, beguiling, exciting, can't-put-it-down, and surely can't-turn-it-down fundraising proposal." And keep in mind: when a donor gives your proposal the nod, say thank you. Twice. In fact, say Barbato and Furlich, "It is almost impossible to thank a donor too much." --*Jane Steinberg*

From [Booklist](#)

Surprise! It may be a manual, and it may be aimed at those who write to elicit money, but it is also wise, funny, and useful for anyone who writes anything. In an informal but never sloppy style, the authors define fundraising ("Once, it was called begging") and offer a quick view of the nonprofit universe. They carry the reader through proposal writing, case statements, newsletters, and all of their myriad parts, from executive summaries and cover letters to budgets and appendixes, enlivening an already lively text with model sidebars. Pages are liberally peppered with boxes called "Hot Tip" and "Writer Beware!" The advice on organizing material, interviewing people, and sitting down to write would serve any writer. They even provide a special section, "the down-and-dirty proposal kit," for those times when you have two days in which to cram two weeks of work. Underlying it all is the energy that comes from working for a good cause and using your words to make the world better. *GraceAnne A. DeCandido*
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Review

John Sawhill President and CEO, The Nature Conservancy The best guide I've ever read for developing effective and persuasive fund-raising materials.

Richard Moe, President National Trust for Historic Preservation Certain to become the definitive word, and an essential tool, for those who seek to write persuasive proposals.

Andy Robinson author of *Grassroots Grants: An Activist's Guide to Proposal Writing* Practical, hands-on advice leavened with humor and attitude. The final section -- how to get your proposal out the door in a hurry -- will be warmly welcomed by all the procrastinators among us. Take heart, help is on the way.

Betty J. Marmon Director of Development, Philadelphia Museum of Art Barbato and Furlich are superb -- a dynamic development duo! They have finally managed to demystify the purpose and process of development writing. Newcomers and seasoned professionals alike can benefit from their candor and the behind-the-

scenes insights found in *Writing for a Good Cause*.

Allan Luks Executive Director, Big Brothers/ Big Sisters of New York City How do you convince an individual or organization not only to feel comfortable or good donating to your cause -- but eager to do it? *Writing for a Good Cause* shows you the essential communication and human steps that lead to this goal.

Peggy Dean Glenn Associate Dean for External Affairs, Nicholas School of the Environment, Duke University A rare find -- filled with winning strategies, practical ideas and clear examples. I am recommending it to my entire staff.

Eric Graham President and CEO, Children's Express Worldwide This book is packed with gems about what's at the heart of fundraising -- sincerity, humor, perseverance. It should be required reading for anyone entering this field.

Sheila Dennis Director of Development, Union of Concerned Scientists Told from the trenches in a very entertaining style, *Writing for a Good Cause* is a terrific resource for fundraising veterans and newcomers. I laughed out loud reading it! For those of us who spend every day working to make the world a better place, this guide will help make your proposals stand out.

Users Review

From reader reviews:

Steven Anderson:

The book *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* make one feel enjoy for your spare time. You need to use to make your capable a lot more increase. Book can to become your best friend when you getting strain or having big problem with your subject. If you can make looking at a book *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* to be your habit, you can get far more advantages, like add your own personal capable, increase your knowledge about several or all subjects. You may know everything if you like open up and read a e-book *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits*. Kinds of book are several. It means that, science book or encyclopedia or some others. So , how do you think about this reserve?

Esther Belote:

This *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* book is just not ordinary book, you have after that it the world is in your hands. The benefit you receive by reading this book is usually information inside this reserve incredible fresh, you will get data which is getting deeper a person read a lot of information you will get. That *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* without we know teach the one who looking at it become critical in thinking and analyzing. Don't end up being worry *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* can bring any time you are and not make your tote space or bookshelves' turn out to be full because you can have it with your lovely laptop even mobile phone. This *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* having fine arrangement in word in addition to layout, so you will not truly feel uninterested in reading.

Betty Bowers:

This book untitled Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits to be one of several books that will best seller in this year, honestly, that is because when you read this publication you can get a lot of benefit into it. You will easily to buy that book in the book retail outlet or you can order it by way of online. The publisher of this book sells the e-book too. It makes you easier to read this book, because you can read this book in your Smart phone. So there is no reason to you to past this e-book from your list.

Harry Anderson:

Your reading sixth sense will not betray anyone, why because this Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits reserve written by well-known writer we are excited for well how to make book that can be understand by anyone who have read the book. Written throughout good manner for you, still dripping wet every ideas and producing skill only for eliminate your own hunger then you still hesitation Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits as good book not just by the cover but also by content. This is one guide that can break don't assess book by its deal with, so do you still needing a different sixth sense to pick that!? Oh come on your looking at sixth sense already said so why you have to listening to yet another sixth sense.

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