



WRITING GRANT REQUESTS

Speaker: Kristofer Rogers

REQUIREMENTS FOR PROPOSERS

TRAVELLERS FOR NAIROBI

MAJOR SPONSORSHIP

As we will be undertaking this project in conjunction with KTN, they will promote the programme in advance and give any charitable activity news coverage. Therefore we are able to offer sponsors the following package:

- 1) The sponsors will be associated with the project in any press attention at the launch of our activity.
- 2) The sponsors will get two minutes of prime time advertising slots on KTN during the programme.
- 3) The sponsors will have their name on our clothes and vehicles and thus will in effect benefit from air time throughout the one hour prime time programme.
- 4) The sponsors will also convey their name to more remote areas of the country where newspaper, television and sometimes radio advertising is impractical.
- 5) Following the programme, the sponsors will benefit from press attention and KTN news coverage given to the charitable activity undertaken with the proceeds of our trip.
- 6) Should the programme have a retail market, we will sell our documentary/diary in video form with the sponsor's name on the cover and appearing throughout the programme.
- 7) We will also give our programme to any television companies abroad that may be interested and so the sponsor will benefit from similar advertising to that in (3) above.

We are seeking three major sponsors, from each of whom we would like to receive KShs. 500 000/-. If you require more details, do contact us.

Agenda: Writing Grant Requests

The Fundamentals

Measuring Social Impact

Storytelling

Potential Issues with Grants



The Fundamentals

Research & Prepare

Don't waste time taking a long shot – qualify the opportunity

Do spend time preparing your 'Grant' pack

Do research *within* and beyond your own networks



The Fundamentals

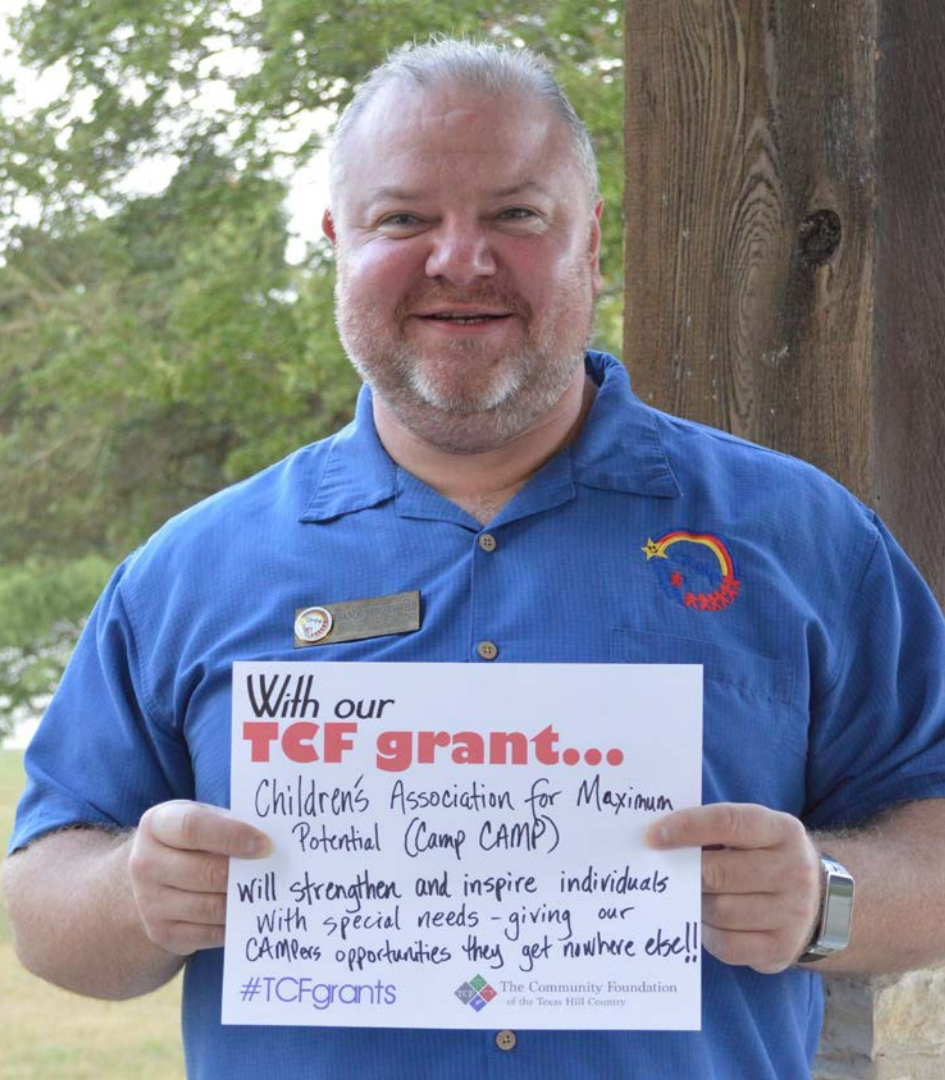
Research & Prepare

Stick to Guidelines

Follow the brief to avoid being eliminated

Stick to formats to avoid the same fate...







The Fundamentals

Research & Prepare

Stick to Guidelines

Get to the point quickly

Why do you **want** the grant?

Why do you **need** the grant?

Prove you can **deliver** on the grant



The Fundamentals

Research & Prepare

Stick to Guidelines

Get to the point quickly

Show measurable **outcome** and **return**



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Social Impact:

Services - Are you helping people?

Community - Do you bring people together?

Benefit - Are you improving quality of life?

Innovation - Are you doing something new?

Measure

How many, and how?

Planned Events

Access to better treatment

New clinical trials



Agenda: Writing Grant Requests

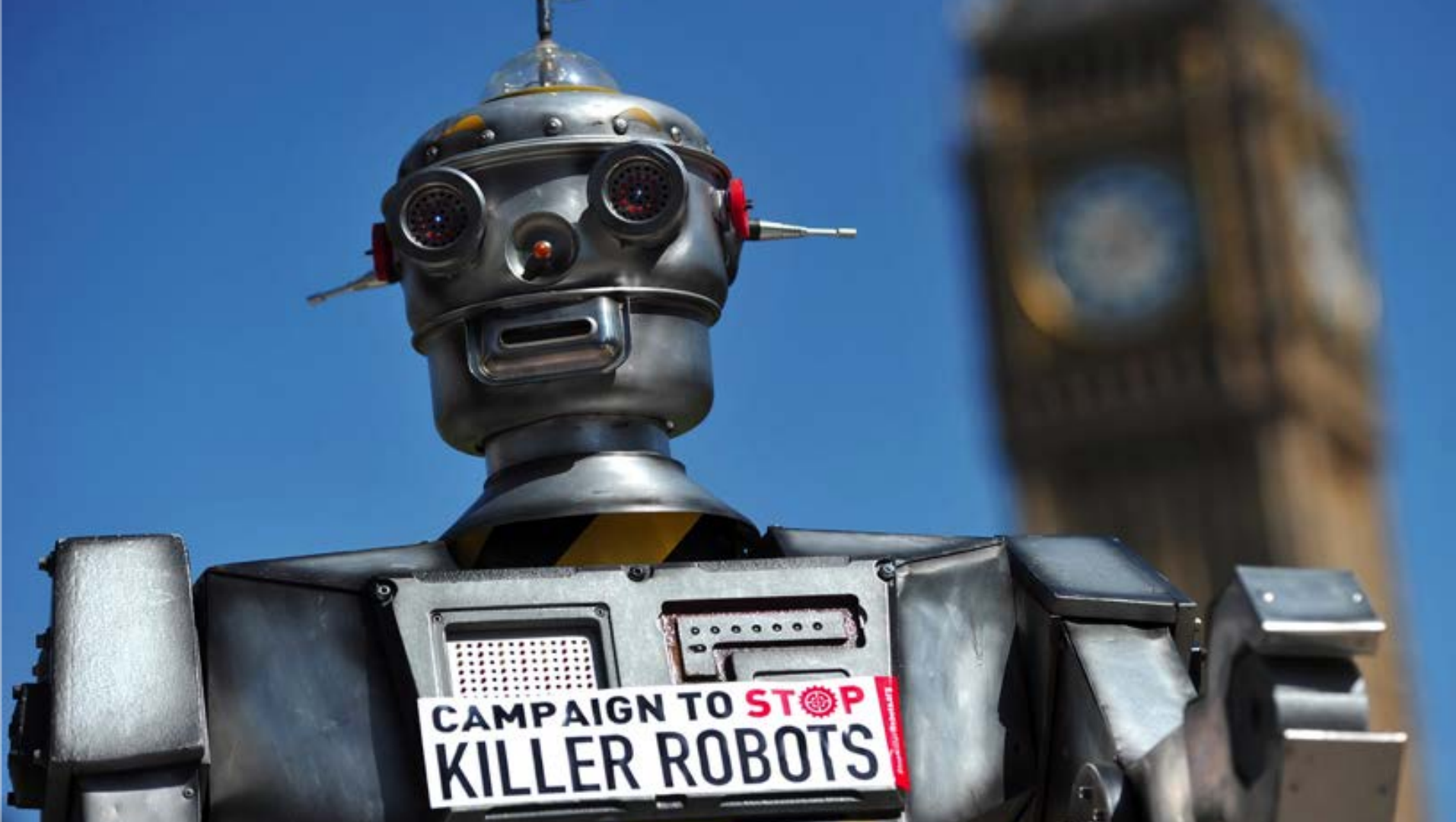
The Fundamentals

Measuring Social Impact

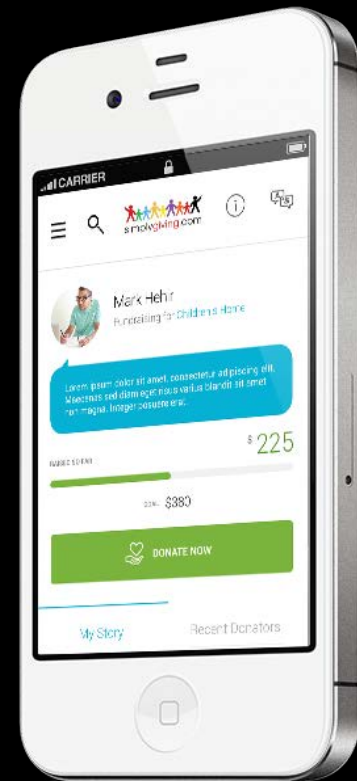
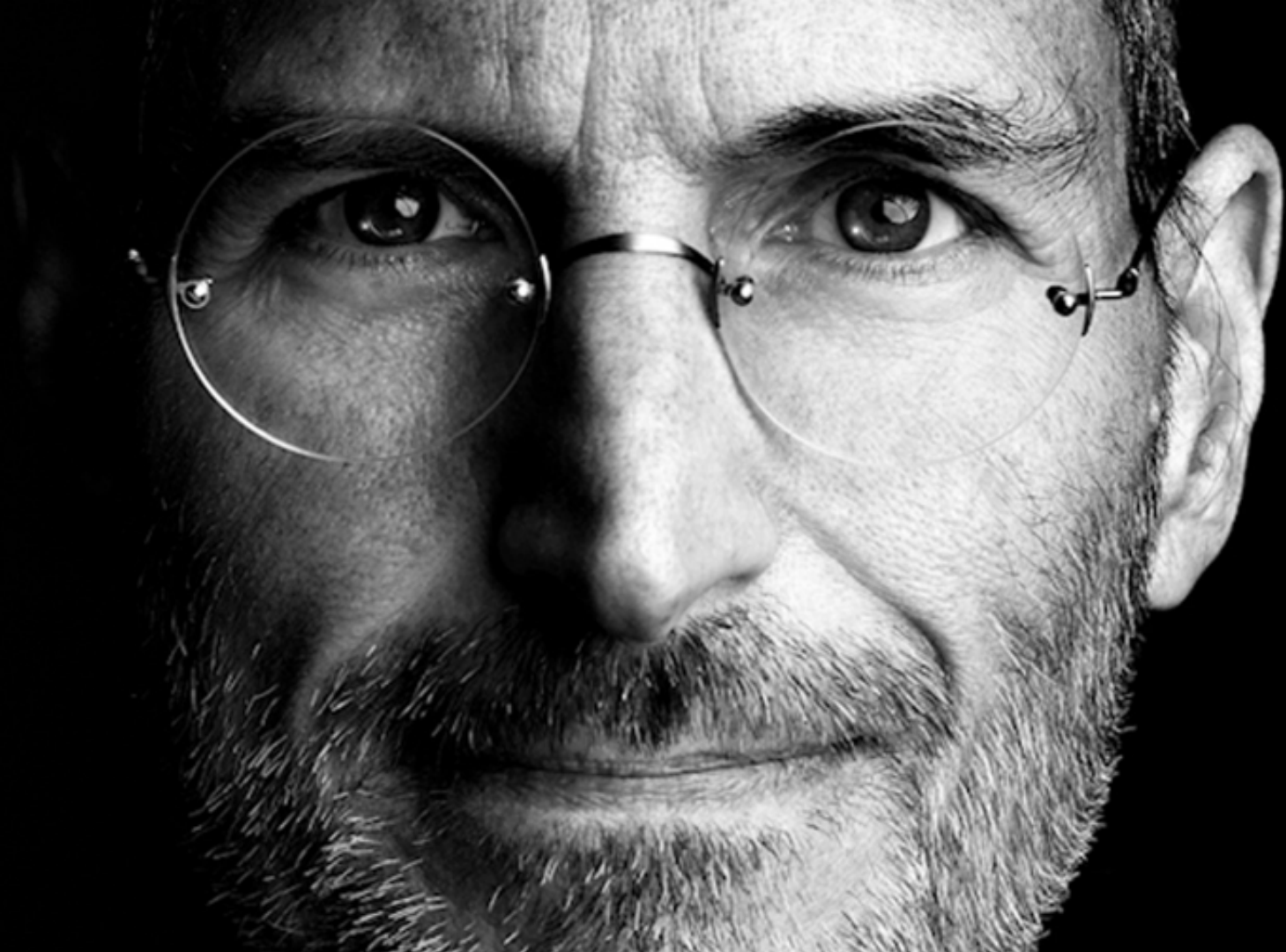
Storytelling

Potential Issues with Grants



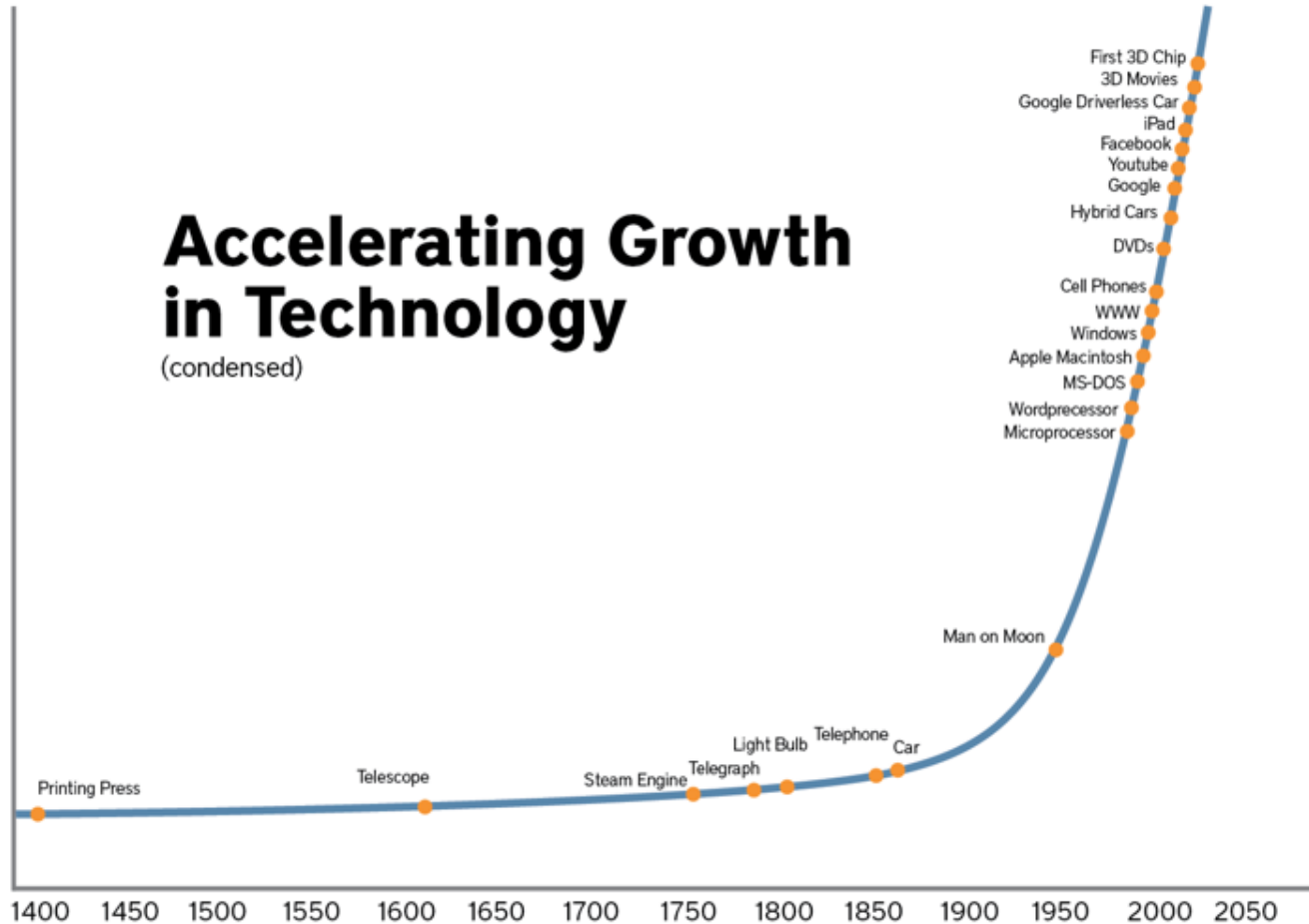


CAMPAIGN TO **STOP**
KILLER ROBOTS



Accelerating Growth in Technology

(condensed)







EVERYTHING HAS CHANGED



REHMAN-92

Storytelling

The reason grants are provided are to achieve a social impact

Make sure that your story is at the heart of any grant application

Storytelling is something we've all grown up with



It was a dark
and stormy night.



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Storytelling

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Potential issues with Grants



Insider Tips & Tricks



Stick to the brief (or Request for Proposal) if there is one

Unless they specifically ask you not to, **follow up** with a phone call

If you know someone with in the organisation, ask them to influence for you

Understand that winning a grant is one thing – delivering is the next



Potential Issues with Grants

Grants are often allocated for a specific purpose, not general funding

The reporting is often resource-intensive (counter-productive)

Grants can sometimes risk your objectivity



Dive Deeper - Resources

SOFII – www.sofii.org

Foundation Center – www.FoundationCenter.org

Grants.Gov – US-centric but great 101 information



**SPEND TIME TO
SAVE TIME**

Thank you (again...)



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