



Please join the GIFT Center for the upcoming

## Successful Storytelling in Persuasive Proposals

In today's challenging economic and fundraising climate, are you an effective storyteller in your charitable grant proposals? Do your grant requests persuade corporate funders and foundations? Does your writing stand out from the "sludge pile" of submissions? Grant proposals that tell a story can be particularly effective with private grantmakers.

Cheryl Clarke, renowned author of *Storytelling for Grantseekers: A Guide to Creative Nonprofit Fundraising* and co-author of *Grant Proposal Makeover*, will provide useful techniques and helpful tips for crafting successful proposal stories. She will discuss the parallels between storytelling and grant writing:

- ▣ Compelling characters ▣ Detail-rich locations
- ▣ Colorful dialogue ▣ Carefully executed plot development

This creative approach can even help with routine proposal requirements such as budgeting and demonstrating impact. Cheryl will reveal how to transform your story and makeover your grant proposals. You don't need to be a novelist to learn how to adapt storytelling techniques to your proposal writing. In-class writing exercises will be incorporated so come prepared to tell your story!

When: **Thursday, April 8 from 9 a.m.—12:00 p.m. (extended session)**

Where: **Vine Avenue Annex, Room 102, 1125 N. Vine (SW corner of Helen & Vine)**

**Kindly RSVP by April 2 to [GIFTCenter@al.arizona.edu](mailto:GIFTCenter@al.arizona.edu)**, providing names and titles of attendees in your RSVP note. *Seating is limited and will be capped.* Bring your brown-bag brunch for this informal and free event open to the UA community only. Beverages and snacks are courtesy of the GIFT Center. The nearest available parking is at the Highland Parking Garage and there is plentiful Zone 1 parking nearby.

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