PLANTING THE SEEDS FOR SUCCESS

Tips and Strategies to Grow Support for your Funding Request

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Building a Strong Case for Grant Funding

01
Craft a compelling need statement

02
Structure a persuasive grant narrative

03
Highlight community impact

04
Engage key stakeholders

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Understanding the Funding Agency's Perspective

Solve defined problems

Provide measurable benefits

Reflect community needs and support

Crafting a Compelling Need Statement

Define — Clearly define the problem

Support — Support with data: demographics, studies, testimonials

Describe — Describe the urgency for your project

Connect — Connect to agency priorities

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Need Statement Example

- **Before**: "Our farm seeks funding to purchase modern equipment to improve efficiency and meet growing demand."

- **After**: "Our family-owned farm serves as a critical supplier of locally grown produce to regional markets, yet outdated equipment and limited technology hinder our ability to meet rising consumer demand for fresh, sustainable products. Modernizing our operations will reduce production costs by 20%, increase crop yield by 5%, and enable us to expand partnerships with local schools and food banks, strengthening the regional food system and supporting community health."

Structuring a Strong Grant Narrative

Need Statement

Goals & Objectives

Project Description

Budget & Timeline

Evaluation & Sustainability

Highlighting Community Impact

1 Quantify outcomes

2 Define beneficiaries

3 Use storytelling and testimonials

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Impact Statement Examples

- "This funding will help us buy new equipment so we can grow more crops and make more money."

- "With this grant, we will upgrade our equipment to increase production and reduce costs, allowing us to supply more fresh produce to local markets and improve our business sustainability."

- "This investment will enable us to modernize operations, increasing crop yield by 5% and reducing costs by 20%. As a result, we will expand distribution to three additional local schools and two food banks, improving access to fresh, healthy food for over 1,500 community members while strengthening the regional food system."

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Engaging Stakeholders for Support

Who:

- Residents

- Elected officials

- Community partners

How:

- Focus groups

- Surveys

- Support letters

- Joint programs/projects

Building Advocacy & Support

Align stakeholder interests

Identify champions

Use one-pagers, social posts, op-eds

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Final Tips for Success

1 Start early

2 Tailor each application

3 Learn from past proposals

4 Ask questions

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Bonus Tip: Using AI in Grant Writing

Examples of how AI can help you write grants:

- Drafting summaries or project descriptions based on bullet points

- Rewriting for clarity or tone (e.g., making language more funder friendly)

- Creating checklist or templates for grant planning

- Brainstorming outcomes or metrics for evaluation sections

- Formatting budgets or narratives based on your input

AI won't know your community like you do. It can't replace your relationships, your vision, your understanding of local needs. But when used thoughtfully, it can save time and help you focus on the parts of grant writing that require human insight.

Questions

Thank You

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