

# Creating Compelling Narratives

Writing Effective Proposals

# Learning Objectives

- Explain the importance of clarity and brevity in grant writing
- Balance professional tone with engaging storytelling
- Effectively blend data, evidence, and personal testimonials
- Write collaboratively to strengthen narrative impact
- Engage funders emotionally while maintaining technical precision

# Common Financial Reporting Requirements

- Narratives humanize your organization and your mission
- Clearly demonstrates your program's impact and necessity
- Differentiates your proposal from competing requests
- Emotionally connects with funders while adhering to their strategic interests



# Common Programmatic Reporting Requirements

- Clearly define goals, objectives, and outcomes
- Use concise, straightforward language
- Avoid jargon, passive voice, and unnecessary details
- Respect reviewers' limited time



# Balancing Professional Tone & Authenticity

- Understand and match funders' expectations
- Project confidence without exaggeration
- Maintain consistent, professional voice throughout
- Strategically infuse your authentic organizational voice



# Blending Data with Personal Testimonials

- Quantitative data enhances credibility
- Testimonials add emotional depth and relatability
- Align testimonials closely with measurable outcomes
- Use stories strategically to illustrate key points



# Reflection Slide

- Consider previous grants you have reviewed
- Recall a particularly compelling grant narrative you've encountered.  
What was it about the narrative that made it effective?
- How have you blended data with stories in your own proposals?

# Telling Your Organization's Story

- Define your mission and unique strengths clearly
- Clearly align your organization's strengths to the funder's interests
- Highlight past successes or historical significance
- Demonstrate why your organization uniquely meets the funder's goals

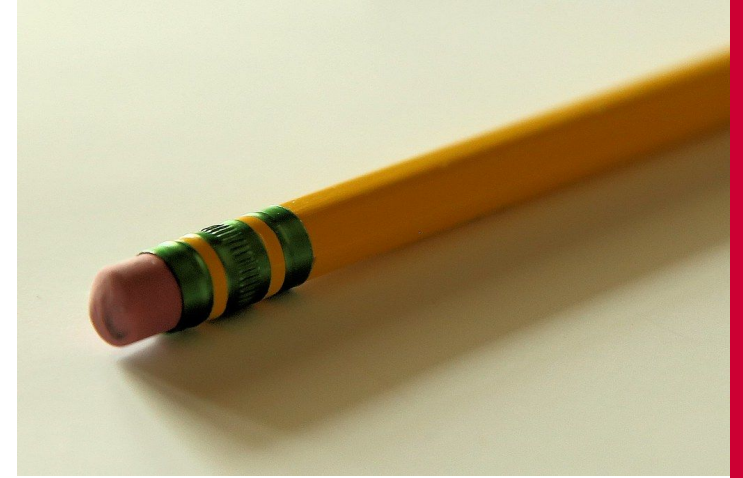
# Collaborative Writing & Submission Strategies

- Clearly define team roles
- Lead writer, reviewers, editor
- Leverage collaborative platforms
- Google Docs, Teams
- Set deadlines and structured revision processes
- Including drafts, reviews, and revisions
- Engage stakeholders early and often
- Elicit feedback from those outside the process



# Common Narrative Mistakes

- Excessive detail and losing core message
- Not clearly addressing funder criteria
- Inconsistent tone or voice shifts
- Unclear outcomes or vague statements



# Key Takeaways & Next Steps

- Importance of clear, concise writing
- Balancing storytelling with professionalism
- Effective integration of data and testimonials
- Strategies for collaborative writing and feedback elicitation
- Avoiding common pitfalls