

The
Wow

e-newsletter

by Ken and Dahlynn McKowen

Principles

Volume 3 No. 9 September 2007

Grant Writing: Session II

Last month we wrote about grant writing as a way for freelance writers to make money. First, we'd like to expand a bit from last month regarding payment. While a few grant writers request a percentage of the grant amount being requested, most grant writers and their related organizations don't consider this ethical. It's usually best to charge an hourly or total project fee, and that fee will be a balance between the amount you need as a professional writer needing to sustain life and what the organization can afford.

So, what does completing a grant request entail? Lots, but due to space restrictions in the newsletter, we're going to touch upon the basics. Nearly every grant application will require the following: (1) A short project summary; (2) A description (history) of the problem you are attempting to resolve; (3) A detailed description or outline of your proposed project, (4) A description of specifically how your proposal will solve or reduce the problem; (5) A budget that identifies the costs, how much money you are requesting and whether you have "match" funding available; (6) A timeline for project implementation; (7) A description of how you plan to "measure" your project's success; and (8) If your project or program is meant to be ongoing, how you will continue to fund it after your grant funds run out.

There are two ways to approach the grant application as a freelance writer. If you do all of the work—locating potential grant-giving foundations or government entities, talking to all the right in-house players so you can pull together the proposed program description, planning, budget, etc., then finally completing the grant application—the hours (and billing fees) can add up quickly. If you are being paid to do all of this, then you also may need expertise in the profession (such as knowing construction or social programs or whatever your project is about), along with possessing the organizational and writing experience to make it all happen.

If, on the other hand, all or most of the proposed program's information is available and all your grant

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seeker requires is for you to “write” the grant application, your job is much easier—and won’t pay as much. You still must be able to decipher sometimes nonsensical budget numbers and squeeze the nonprofit’s 10,000-word program description into the 250 words required when limited to a single page on a particular grant application.

There are books and classes available that can help you locate potential grant funders (the people with the money) and teach you how to convince them to love your applications. For a start try www.foundationcenter.org (from personal experience, their week-long training session is pricey, but a good place to start). Also go to www.grants.gov for information about government grants and their application processes. A quick search for “grants” on Google will reveal about 126 million hits, so you might want to refine your searches with things like “granting foundations,” although you may still get many of the same hits.

If you have an organization or a group of people who would like to learn grant writing, contact us and we may be able to design a custom-focused grant writing workshop for you. Ken just recently did this for the Sierra Nevada Conservancy, designing and teaching a series of grant-writing workshops in several Sierra Nevada communities. 

SMILE! :)

With every *Chicken Soup for the Soul* book release, we host a huge media blitz, where press releases are sent all over the US and Canada noting specifically which contributors from that region made the book. For our two newest books -- *Soul in Menopause* and *Celebrating Brothers and Sisters* -- over 50,000 press releases were issued and the response was wild!



Eileen, Spencer and Dahlynn

We have enjoyed receiving all of the e-mails, newspaper clippings and video tapes of our contributors and their news interviews! And when ABC’s “The View from the Bay” starring Janelle Wang and Spencer Christian (from Good Morning America) invited me to the Bay Area to be on their show to talk about the book and menopause, I invited contributor Eileen Williams to join me (“Enlightenment of a Spandex-Clad Eavesdropper”). We had a ball! Check out our interview by typing this link into your browser:

<http://abclocal.go.com/kgo/story?section=viewfrombay&id=5660246>

-- Dahlynn

Another book hits the shelves...

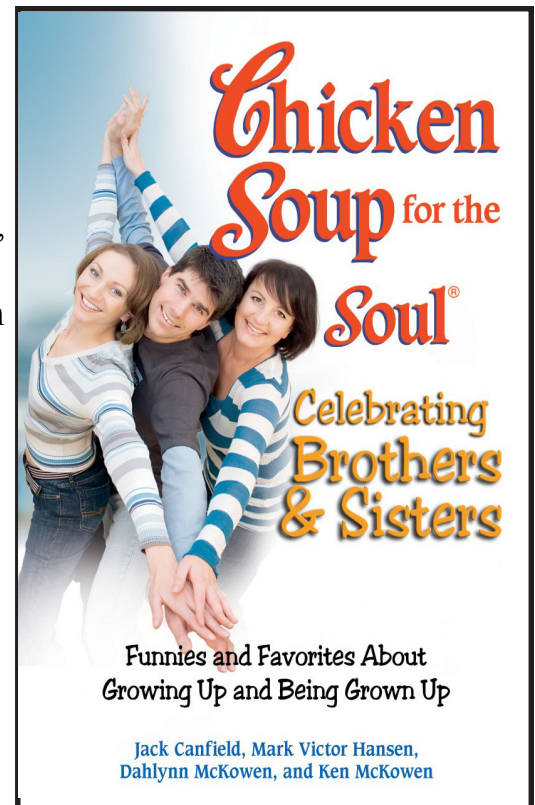
Nobody ever died of laughter.

Max Beerbohm

There is no other family relationship quite like it! Rivalry, competition, camaraderie, love, and support are all found in the bond between brothers and sisters. We honor the strength of this family bond with our latest title, which came out earlier this month to rave reviews!

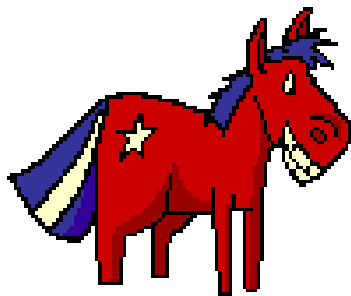
These funny and heartwarming tales illustrate the constant redefinition of sibling relationships and friendships throughout the years. *Celebrating Brothers & Sisters* celebrates the power and strength of having a friend in the family who will be there for you throughout your life.

This book will make the perfect gift for your brother or sister! Visit our website to order your inscribed and autographed copy -- www.PublishingSyndicate.com.



...while two books are shelved.

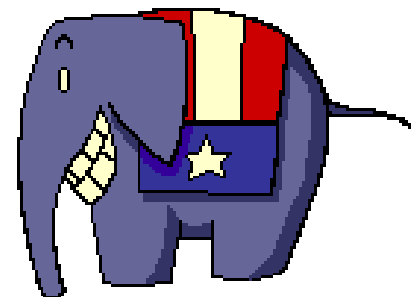
Mixing Chicken Soup and Politics...not a good recipe.



Unfortunately, the two do not mix. Due to the extreme lack of story submissions (total of 61 submissions for BOTH books, and not all of them were usable), the publisher has cancelled *Chicken Soup for the Democrat's Soul* and *Chicken Soup for the Republican's Soul*. This is not an uncommon occurrence in the publishing industry; it's happen to us several times.

It really came down to deadlines: we started working on the books in July. Our charge was to gather approximately 500 stories for each book by September 30th, go through a very thorough story selection process and whittle the list down to 70 or so stories (takes about six weeks), and then have both manuscripts completely done and to the publisher by **November 1, 2007**. It just wasn't going to happen.

For those of you who did submit a story, we invite you to visit www.Chickensoup.com to see if your story may fit into another title. You can submit it directly through that site.



HOT STUFF! HOT STUFF!

PUBLISHING SYNDICATE is creating the title below, for release in 2008. Submit your stories to Story@PublishingSyndicate.com. Thanks!

Chicken Soup for the Do-It-Yourselfer's Soul:

Last chance to submit a story for consideration! We have lots to choose from (almost enough for two books!), but we need more, plus we need cartoons! Deadline is September 30, 2007.



The following Chicken Soup books need stories from you!

IMPORTANT: Submit stories for the following books to www.ChickenSoup.com.

Twenty-Something Soul: Stories to warm the hearts of those who are no longer teenagers and who are adjusting to the world of adults. Deadline: September 30, 2007



Catholic Soul: An affirming collection of powerful and heartwarming stories and poems full of faith and inspiration. Deadline: November 30, 2007



Life's Most Embarrassing Moments: We have all been involved in embarrassing situations. This collection of funny and upbeat true stories will make you realize that it's okay to laugh at yourself!
Deadline: December 31, 2007

Basketball Lover's Soul: Stories of inspiration and resilience from basketball players and from the fans who love basketball.
Deadline: December 31, 2007



Stay-At-Home Mom's Soul: Being a stay at home mom is one of the most difficult jobs but also one of the most rewarding. Deadline: February 29, 2008

Go for it! Get published! 