



# Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits

By Joseph Barbato, Danielle Furlich

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Filled with tips and survival skills from writers and fund-raising officers at nonprofits of all sizes, *Writing for a Good Cause* is the first book to explain how to use words well to win your cause the money it needs. Whether you work for a storefront social action agency or a leading university, the authors' knowledgeable, practical advice will help you:

1. Write the perfect proposal -- from the initial research and interviews to the final product
2. Draft, revise, and polish a "beguiling, exciting, can't-put-it-down and surely can't-turn-it-down" request for funds
3. Create case statements and other big money materials -- also write, design, and print newsletters, and use the World Wide Web effectively
4. Survive last-minute proposals and other crises -- with the Down-and-Dirty Proposal Kit!

*Writing for a Good Cause* provides everything fund raisers, volunteers, staff writers, freelancers, and program directors need to know to win funds from individual, foundation, and corporate donors.

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### Editorial Review

#### Amazon.com Review

Writing for nonprofits is a juggling act. One's job might entail writing grant proposals, newsletters, thank-you notes, case statements, and Web-site material--each for a different boss. The most successful development writers take the time to both experience their causes firsthand (sleep in the shelter, go to rehearsals, visit the wilderness) and cultivate personal relationships with their donors ("people give to people"). You'll give yourself an amazing head start when applying for a grant, say Joseph Barbato and Danielle Furlich, just by following an organization's guidelines and getting your math right--it's surprising how many fundraisers do neither. Make your point once, clearly, and don't forget the human element. "You aren't just asking for money," say the authors of *Writing for a Good Cause*, "you are asking to help people." Barbato and Furlich, both veteran fundraisers, interviewed both grants administrators and development writers for this guide. The result is an inside view of the arcane workings of the world of fundraising that would make any novice feel more proficient immediately. Their "gotta-get-it-out-right-now, how-late-is-FedEx-open? Down-and-dirty proposal kit" is a terrific tool when there isn't time to write the "knockout, beguiling, exciting, can't-put-it-down, and surely can't-turn-it-down fundraising proposal." And keep in mind: when a donor gives your proposal the nod, say thank you. Twice. In fact, say Barbato and Furlich, "It is almost impossible to thank a donor too much." --*Jane Steinberg*

#### From [Booklist](#)

Surprise! It may be a manual, and it may be aimed at those who write to elicit money, but it is also wise, funny, and useful for anyone who writes anything. In an informal but never sloppy style, the authors define fundraising ("Once, it was called begging") and offer a quick view of the nonprofit universe. They carry the reader through proposal writing, case statements, newsletters, and all of their myriad parts, from executive summaries and cover letters to budgets and appendixes, enlivening an already lively text with model sidebars. Pages are liberally peppered with boxes called "Hot Tip" and "Writer Beware!" The advice on organizing material, interviewing people, and sitting down to write would serve any writer. They even provide a special section, "the down-and-dirty proposal kit," for those times when you have two days in which to cram two weeks of work. Underlying it all is the energy that comes from working for a good cause and using your words to make the world better. *GraceAnne A. DeCandido*  
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#### Review

John Sawhill President and CEO, The Nature Conservancy The best guide I've ever read for developing effective and persuasive fund-raising materials.

Richard Moe, President National Trust for Historic Preservation Certain to become the definitive word, and an essential tool, for those who seek to write persuasive proposals.

Andy Robinson author of *Grassroots Grants: An Activist's Guide to Proposal Writing* Practical, hands-on advice leavened with humor and attitude. The final section -- how to get your proposal out the door in a hurry -- will be warmly welcomed by all the procrastinators among us. Take heart, help is on the way.

Betty J. Marmon Director of Development, Philadelphia Museum of Art Barbato and Furlich are superb -- a dynamic development duo! They have finally managed to demystify the purpose and process of development writing. Newcomers and seasoned professionals alike can benefit from their candor and the behind-the-

scenes insights found in *Writing for a Good Cause*.

Allan Luks Executive Director, Big Brothers/ Big Sisters of New York City How do you convince an individual or organization not only to feel comfortable or good donating to your cause -- but eager to do it? *Writing for a Good Cause* shows you the essential communication and human steps that lead to this goal.

Peggy Dean Glenn Associate Dean for External Affairs, Nicholas School of the Environment, Duke University A rare find -- filled with winning strategies, practical ideas and clear examples. I am recommending it to my entire staff.

Eric Graham President and CEO, Children's Express Worldwide This book is packed with gems about what's at the heart of fundraising -- sincerity, humor, perseverance. It should be required reading for anyone entering this field.

Sheila Dennis Director of Development, Union of Concerned Scientists Told from the trenches in a very entertaining style, *Writing for a Good Cause* is a terrific resource for fundraising veterans and newcomers. I laughed out loud reading it! For those of us who spend every day working to make the world a better place, this guide will help make your proposals stand out.

## **Users Review**

### **From reader reviews:**

#### **Walter McBride:**

Have you spare time for any day? What do you do when you have a lot more or little spare time? Sure, you can choose the suitable activity to get spend your time. Any person spent their own spare time to take a walk, shopping, or went to the actual Mall. How about open as well as read a book eligible *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits*? Maybe it is to be best activity for you. You realize beside you can spend your time along with your favorite's book, you can smarter than before. Do you agree with their opinion or you have various other opinion?

#### **Federico Crouch:**

This *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* are generally reliable for you who want to become a successful person, why. The reason why of this *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* can be one of several great books you must have is giving you more than just simple reading through food but feed a person with information that maybe will shock your previous knowledge. This book is definitely handy, you can bring it just about everywhere and whenever your conditions both in e-book and printed types. Beside that this *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits* giving you an enormous of experience including rich vocabulary, giving you trial of critical thinking that could it useful in your day action. So , let's have it and enjoy reading.

#### **Katherine Herron:**

The publication with title *Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other*

Persuasive Pieces for Nonprofits has a lot of information that you can discover it. You can get a lot of profit after read this book. This book exist new information the information that exist in this publication represented the condition of the world right now. That is important to yo7u to learn how the improvement of the world. That book will bring you within new era of the the positive effect. You can read the e-book on your smart phone, so you can read that anywhere you want.

**Elizabeth Talbot:**

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