



PUGET SOUND
GRANTWRITERS
ASSOCIATION

Sponsored by:



PSGA 16th Annual Fall Conference

Sweet Sixteen: Your Grantwriting Will Never Be the Same

Friday • October 3, 2008

Washington State Convention Center
Seattle, Washington



Your organization runs an excellent program addressing an urgent community need. You've identified a funder that matches your mission. You've done your research, created a budget, and written a proposal just in time for the deadline. It's time to put it in the mailbox. You've done your best, but still you wonder ... was it good enough? Writing a grant proposal can be as nerve-wracking as preparing for your first high-school dance!

This year marks the 16th anniversary of the PSGA conference. Whether you've written one grant or one thousand and one, this year's conference has something to offer. Are you new to grantwriting or just want a refresher? Consider selecting "*Grantwriting 101*" or "*Researching Corporations and Foundations*." Seasoned professional? You might enjoy "*Finding Money in our Current Economy*." Everyone can benefit from the funders panel, where we'll hear foundation representatives debate the merits of real proposals ... With real grant money at stake!

Join us for the 2008 PSGA conference ... with interactive sessions, networking with peers and grantmakers, and numerous handouts, publications and products. There's truly something for everyone. Your registration includes materials, a continental breakfast, and lunch.

PSGA 16th Annual Fall Conference | Sweet Sixteen: Your Grantwriting Will Never be the Same

TIME PROGRAM

7:45 – 8:30 **Registration, Continental Breakfast**

8:30 – 9:00 **Welcome/Keynote: Carol Lewis, Chief Executive Officer of Philanthropy Northwest**

Giving from foundations and corporations to Northwest non-profits jumped more than 25% between 2004 and 2006. Learn more about where these dollars are going and what this may mean for your organization. Carol Lewis, CEO of

Philanthropy Northwest, will present the latest data from her organization's report *Trends in Northwest Giving*, the most comprehensive analysis of giving done in our region.

9:00 – 9:15 **BREAK**

WRITING SKILLS

9:15 – 10:15 **SESSION I**

1. Creative Nonfiction: The Art of Writing Winning Proposals

- Alix Wilbur, *Richard Hugo House*

What can a grantwriter learn from Charles Dickens, John Updike or JK Rowling? In this workshop you will look at ways to move bold ideas forward by harnessing the techniques of creative writing. We'll talk about conflict, character, narrative arc — even suspense! — and how to lift your proposal to the winners' circle.

RESEARCH/TECHNICAL SKILLS

2. Better Budgets Pay Off

- Karen Chilcote and Rachel Roberts, *Seattle Repertory Theater and Local Area Funder TBA*

An accurate budget is worth a thousand words of narrative. This session will sharpen your abilities to calculate indirect costs, derive expenses for a specific program, collaborate with your agency's finance person, and examine other issues challenging for grants, budget experts and beginners alike.

LIFESTAGES OF GRANTWRITING

3. Who's Got the Money

- Susan Howlett, *Consultant*

Most of us concentrate our efforts on foundations, corporations, and government funders ... but with the average gift size shrinking and the rough economy, grantwriters should keep our options open. In this exciting session, we will uncover some hidden information about those traditional sources and reveal some others to approach.

GRANT FUNDING

4. Federal Funding: Resources & Tips

- Melanie Kuniko Mihara and Sally Hintz, *Office of U.S. Senator Maria Cantwell*; and Andrew Fuller, *Office of U.S. Representative Jay Inslee*

How can I help my organization gain access to federal funding? Learn the basics from the people who are there to help you. Meet with staff members from Senator Cantwell's and Representative Inslee's offices to discuss the definitions of grants & appropriations, how to search for grants, and useful tips for making your application more competitive.

10:15 – 10:30 **BREAK**

10:30 – 11:30 **SESSION II**

5. Grantwriting: Corporate Language or Poetry?

- Allyson Brown and Thatcher Heldring, *IslandWood*

Grantwriters must strike a balance between short, tight sentences and descriptive language that helps tell an organization's story. In this panel, you will learn about the grantwriting process from two very different perspectives — Brown was a top marketing executive at Starbucks while Heldring is a successful novelist. They will reveal how they draw upon their diverse backgrounds to prepare successful proposals.

6. Spreadsheet Skills for Grant Tracking

- Mark Taylor, *Consultant*

Technology consultant Mark Taylor will show how mastering a few spreadsheet skills can help grant professionals efficiently track and manage their work. This session will include demonstrations and handouts of tips and tricks. These real-world skills will improve your efficiency, giving you more time to complete grants or just take a break!

7. The Three R's of Grant Funding: Relationships, Relationships, Relationships

- Colette Ogle, *Boeing Employee Community Fund* and Michael Brown, *The Seattle Foundation*

You finished writing a five-page grant. You included a program budget, a new annual report, and a freshly printed copy of your 990s. You have followed the guidelines successfully but if you've never spoken to the funder you've missed an important step! Discover the keys to success in building successful, long term relationships with funders.

8. Surviving Tough Economic Times

- Martha Kongsgaard, *Kongsgaard-Goldman Foundation* and Charlie Rathbun, *4 Culture*

Precarious economic times are hard on everybody. How are funders responding to the economic uncertainty? Will their priorities change? Are there strategies that will help non-profits increase their chances of continued funding? Join the conversation as two area funders discuss their plans and capacity to respond effectively during this tough economic climate.

11:30 – 12:30 **LUNCH** — *Network with your peers at tables set up for various non-profit sectors*

12:30 – 12:45 **BREAK**

12:45 – 1:45

SESSION III

9. Storytelling for Needs Statements

- Michael Shadow, *Shadow & Associates*

This workshop will focus on developing compelling stories for your needs statement. A picture may be worth a thousand words, but a well crafted story can demonstrate not only the need, but what your organization can do about, in a few short sentences. Through terrific interactive exercises with communication coach Michael Shadow, you will walk away from Storytelling for Needs Statements with one or more stories you can use in the grant proposal you are working on right now!

10. Researching Foundations and Corporations

- Jeannette Privat, *Nonprofit & Philanthropy Resource Center, Redmond Regional Library*

Discover ways to identify corporations and foundations that have grant programs that are in your field of interest. Then discover how to learn more about the organization, companies, and individuals in your search results before you write to them for a grant!

11. Grantwriting 101

- Joyce Mork-O'Brien, *Northstar Grant Services*

This session will provide grantwriters an overview of the process of grantwriting. This session covers the basic components of a grant proposal, some "tips of the trade," and valuable resources for grantseeking.

12. Sponsorships vs. Grants

- Debbie Bird, *Safeco Insurance Company* and Catherine McConnell, *Seattle Goodwill*

Do you ever find yourself wondering whether to ask a funder for a sponsorship or a grant – or for both? What do funders expect from each relationship? How do the proposals differ? Is the money different? For them? For us? Should the language and approach I use be different when asking for a sponsorship? This session will help to answer some of these questions and more.

1:45 – 2:00

BREAK

2:00 – 4:00

FUNDERS PANEL

- Anne Xuan Clark, *Bill and Melinda Gates Foundation*
- Sonya Champion, *CFRE, Champion Foundation*
- Susan Kernes, *Wells Fargo*
- Melissa Hines, *City of Seattle, Office of Arts and Cultural Affairs*

Ever wonder what happens when a foundation's board of trustees discusses your proposal? Here's your chance to find out! Witness the intricacies and challenges of the process as our panel reviews actual grant proposals submitted by participants. Based on their decisions, PSGA will award up to \$2,500 in grant(s) on the spot. There will be a random lottery from all the applications to narrow the pool down to 4–8 applications. The panel will consider overall clarity and flow, compelling need, writing quality and technical compliance.

All registrants are invited to submit a grant application for consideration (to the address below) no later than August 29, 2008. Guidelines are available at www.grantwriters.org or by calling the PSGA office at 206-367-8704.



REGISTRATION FORM — 2008 PSGA CONFERENCE • OCTOBER 3, 2008

Join PSGA or renew your membership and save \$35 over the non-member price for the conference. **All memberships expire in August.** Membership covers an individual, not an organization. If two people from the same organization are registering and one is a PSGA member, only the member receives the discounted rate. You must renew your membership or join before or with your conference registration to take advantage of the member rate. *Conference registration fee includes programs, materials, continental breakfast and lunch.*

- Early registration must be received by September 12. **Final registration deadline is September 29.**
- Prepayment is required.
- Enclose an additional \$14 if you would like a discounted parking voucher for the Convention Center Garage. *Vouchers will be distributed at Registration.*
- Vegetarian meal requested

Name _____ Organization _____

Address _____ City _____ Zip _____

Day Phone () _____ Fax () _____ Email _____

	before Sept. 12	after Sept. 12	
■ Current Members	\$85	\$110	_____
■ Membership and Conference	\$165	\$190	_____
■ Non-Members	\$120	\$145	_____
■ Parking Voucher	\$14	\$14	_____
		Total	=====

- I have enclosed my check made payable to PSGA
- I wish to pay with my credit card (VISA or Mastercard only)
- credit card # _____
- expir. date _____
- name as it appears on card _____
- cardholder signature _____

- Please indicate (*by circling*) the three sessions you would like to attend:

9:15–10:15	1	2	3	4
10:30–11:30	5	6	7	8
12:45–1:45	9	10	11	12

- Please indicate your non-profit sector:

 - arts education health social services
 - environment social justice international
 - housing community development
 - faith-based other

Return this form with payment to:
PSGA • 2150 N. 107th Street, Suite 205
 Seattle, WA 98133-9009
 FAX: 206-367-8777

REGISTRATION:

Registration: Early registration deadline is September 12. Final registration deadline is September 29.

Confirmation: Save this brochure! No confirmation letter will be sent.

Scholarships: A limited number of partial scholarships will be available. To receive an application, which must be returned by September 12, contact PSGA at (206) 367-8704 or psga@grantwriters.org

Resources: In addition to the exhibitors' area, there will be an area where you can display announcements, publications, or resources. Bring promotional literature at 7:45 AM on the day of the conference.

Cancellations: Cancellations prior to September 29 will receive a refund, less a \$15 processing fee. No refund will be given for cancellations after September 29. A substitute attendee will be permitted.

Accessibility: The Convention Center is wheelchair accessible and the conference will be ASL interpreted if you notify us by September 12.



PSGA MEMBERSHIP BENEFITS

- A \$35 discount on the annual conference
- Access to members-only section of PSGA web site
- Access to members-only listserv
- Free admission to lunchtime programs (otherwise \$15)
- Priority at limited space programs and workshops
- Discounts on PSGA workshops and special programs
- Option to list in the PSGA freelance directory
- Face-to-face interaction with regional and national funders
- A copy of the PSGA Membership Roster

PSGA Statement of Purpose: Puget Sound Grantwriters Association provides training and networking opportunities and interaction with grantmakers to increase the effectiveness of grantseeking in the region.

Questions? (206) 367-8704 or psga@grantwriters.org
www.grantwriters.org

DRIVING DIRECTIONS:

By Bus: The Convention Center is within walking distance of any downtown bus. The Convention Center stop in the bus tunnel is one block north of the Convention Center.

By Car, from the North: Take the Union Street exit (exit 165B under the Convention Center). Right onto 6th Avenue, right onto Pike Street, right onto 8th Avenue, and left into garage.

By Car, from the South: Take the Seneca Street exit (exit 165 on the left). Right onto 6th Avenue, right onto Pike Street, right onto 8th Avenue, left into garage.

By Car, from I-90: Take I-5 headed north, exit onto Madison Street, right onto Seneca, left onto 8th Avenue, right into garage.

Once in the garage: If you park in aisles A, B, or C you will likely enter the Convention Center via the crosswalk into the 3rd floor by Room 301. Follow the signs to the checkpoint and up to the 6th floor convention rooms.

If you park in any other aisle in the garage, you will enter the Convention Center via the orange and blue ramps into the 3rd floor by Room 307. Follow the signs to the checkpoint and up to the 6th floor convention rooms.

Parking Voucher: If you send an additional \$14 in with your registration form, you will receive a parking voucher at Registration on the day of the conference. Upon exiting the garage after the conference, present the voucher to the parking attendant. The voucher will cover your parking expense for the entire day at the special conference rate.

