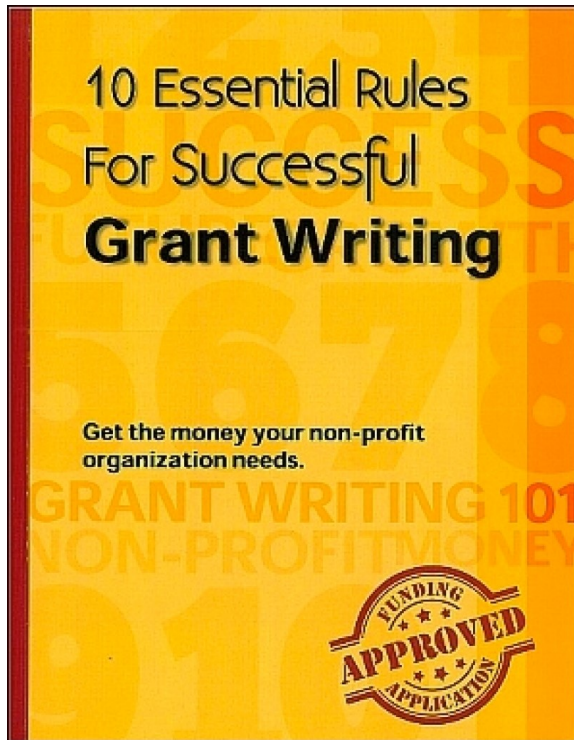


10 Essential Rules for Successful Grant Writing: Get the Money Your Non-Profit Organization Needs

Kris Brandhagen / SaskBooks

JULY 28, 2018 07:21 AM

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By Robert Friedrich

SASKBOOKS**REVIE** Published by Last Mountain Publishers

\$29.00 ISBN 9780995962606

Written by Robert Friedrich, who has more than 30 thirty years of experience in the field, as a program manager, officer and funding agent, 10 Essential Rules for Successful Grant Writing: Get the Money Your Non-Profit Organization Needs is a nonfiction guide book for grant proposal writers.

Right from the beginning, Friedrich includes apt questions to get the reader started on their own application. He uses clear, straightforward language and real world examples to get his points across.

The key points are clearly identified in bold type, fleshed out by examples, making it easy for the reader to use this book as a step-by-step guide right from the brainstorming stage. Friedrich explains each rule in a short chapter, ending with an exercise. He also includes many quotations from the point of view of the funding organization; although these are not attributed, they are still extremely useful.

The structure of most of the chapters includes simple diagrams, charts, lists and callouts that highlight key points, increasing readability. There is a concise guide to different types of proposals, from development projects to community infrastructure, arts grants, academic research and even business plans and requests for proposals.

While this book is geared toward non-profit organizations, examples are given for bringing arts proposals out of the clouds and down to Earth. An excellent checklist with an abbreviated summary is provided of what is needed in each area of the proposal. Most importantly, he includes advice on how to work with funding agents right from the beginning, and warnings about what to do and what not to do in the reporting process.

Friedrich provides simple explanations of the key terms of the funding application lexicon. He addresses the right questions in order to help the reader get through difficult sections of the application process, such as SWOT analysis and risk management framework, explaining the value of putting the necessary work into certain areas. He also demystifies the parts of the application process that people tend to overcomplicate.

At the back of the book, Friedrich includes samples of timelines, budgets, tables, lists, frameworks and also a complete sample proposal, which serve as rich resources.

The project charter template is especially useful, as it shows how to describe the entire proposal, in brief, on one page.

Having a model like this book to follow is a valuable asset to any beginner grant proposal writer. I do suggest paging through the entire book before reading it because there are extremely useful samples at the end of the book.

The writing is good — some areas could use more punctuation — but the wealth of information more than makes up for that. Friedrich shares his knowledge, experience, and research in a transparent, unrestrained and generous way.

I definitely recommend this book to anyone who is considering a first time grant proposal, and also to those who would like to refine their funding application skills.

— This book is available at your local bookstore or from www.skbooks.com

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