



MENDOZA COLLEGE OF BUSINESS

Nonprofit Certificate Education

Creating a Professional Grant Proposal

November 1-3, 2017
Nashville, TN



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Wednesday, November 1, 2017

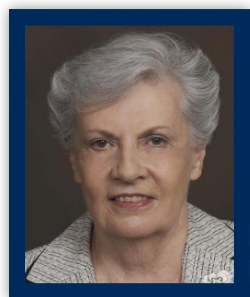
8:00 – 9:00 AM | Registration and Breakfast

9:00 AM – 4:00 PM | 80 Percent Preparation—Understanding the Groundwork Needed before Writing a Winning Proposal

Presenter: Dr. Lilya Wagner, Philanthropic Service for Institutions

Today's session will focus on the following topics:

- Review of Objectives
 1. Learn what takes place prior to writing a proposal.
 2. Understand how to make a case for funding.
 3. Learn how to research for funders and make the appropriate match.
 4. Know the steps from inquiry letters to proposal submission.
 5. Understand appropriate follow-up procedures.
- Seven steps for successful proposal writing
- What is a proposal and who would receive one?
- Exercise in making a case
- Planning your proposal—determining your focus, request, potential funder. As exercises are done in class, we will also focus on putting together your proposal to the extent possible.
- Researching your potential donor
- Writing the inquiry letter (or, letter of intent) and exercise



Lilya Wagner is director of Philanthropic Service for Institutions, a consulting office for faith-based institutions. From 2005-2008, Lilya was vice president for Philanthropy at Counterpart International in Washington, D.C., an international development organization that provides a variety of services and projects in many countries. Prior to joining Counterpart, Lilya completed 14 years of association with the Center on Philanthropy at Indiana University (now the Lilly Family School of Philanthropy), serving as associate director for public service and director of the Women's Philanthropy Institute. There, she developed and managed projects and programs, such as the Philanthropic Ambassadors and the

Hispanic Stewardship Development Partnership. Lilya has done training, speaking and consulting in more than 60 countries. Her published writings include articles and book chapters on philanthropy, fundraising and the nonprofit sector, along with books and numerous articles on a variety of general interest and professional topics. Some of her books include: *Careers in Fundraising*, *Leading Up: Transformational Leadership for Fundraisers*, and *Women War Correspondents of World War II*. A recently released volume on the effects of culture, traditions, nationalities, and religion on generosity and philanthropy, *Diversity*

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and *Philanthropy: Expanding the Circle of Giving*, was published by Praeger Publishers. This book reflects Lilya's own background as a refugee and immigrant, her extensive global work through the Lilly Family School of Philanthropy as well as other organizations that have engaged her as a consultant or trainer, and her interest in cultural differences and how these enrich civil society.

10:30 – 10:45 AM | Break

12:00 – 1:00 PM | Lunch

2:30 – 2:45 PM | Break

Thursday, November 2, 2017

8:00 – 9:00 AM | Breakfast

9:00 AM – 4:00 PM | **The Winning Proposal—Putting the Pieces Together**

Today's session will focus on the following topics:

- Proposal components
 1. Discussion of each component, accompanied by examples and samples
 2. Exercises on selected components, evaluation of samples
- Preparation suggestions
- Review processes
- Writing suggestions
- The proposal letter

10:30 – 10:45 AM | Break

12:00 – 1:00 PM | Lunch

2:30 – 2:45 PM | Break

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Friday, November 3, 2017

8:00 – 9:00 AM | Breakfast

9:00 AM – 4:00 PM | Submitting the Proposal, Follow-up and Evaluation of a Proposal

Today's session will focus on the following topics:

- Submission nitty gritty
- Electronic submission
- Follow-up suggestions
- Your action steps
- Proposal review process—playing the role of the donor
- Discussion of your proposal—review, evaluation, recommendations
- Questions? Ideas? Suggestions?

10:30 – 10:45 AM | Break

12:00 – 1:00 PM | Lunch

2:30 – 2:45 PM | Break



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