

A Grant Writing Guide for the Relentless Pursuit of the Unreached!

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MythBusters: The Truth About Grant Writing

Myth #1: *A grant writer only writes grants.*

Fact: The grant writing process involves research, relationship building and writing. The role of a grant writer is very versatile because it can juggle the role of a funding researcher, field worker liaison, donor relations manager, grant writer and reporter.

- **Funding Researcher:** This role entails researching grants and funders that fit with the mission of Pioneers. We use a subscription to Foundation Directory Online, which is a grant research database.
- **Field Worker Liaison:** Relationships are the foundation of grant writing. This applies to your relationship with field workers and funders. When you find a funding opportunity and know a project that would fit it well, you may need to reach out to the field worker to gather information about their project.
- **Donor Relations Manager:** Funders are more likely to sponsor organizations they have a relationship with. Many grant writers need to create long-term relationships with funders who align with their organization. Since Pioneers has three Major Gift Officers (i.e. people whose primary job is to build relationships with donors), our grant writers don't serve as much in this role.
- **Grant Writer:** Grants are used for a lot of different projects and areas of Pioneers. The focus of where funds are invested depends on the long-term strategies and goals of Pioneers, and those funding areas can change each year. But regardless of the project or area that receives funding, know that every proposal you write is another door that opens for more unreached people groups (UPGs) to hear the gospel!
- **Reporter:** If you secure a grant, you will need to send the funder a report (i.e. 6-12 months after the grant is awarded) about the progress of the project. Reports are crucial because they show the funder firsthand how their generosity made an impact among the unreached! A well written report also can motivate the funder to continue giving to your project. This means that whichever project you share with a funder, it should be a project that you can easily track progress throughout the year. Whatever goals, metrics, etc. you propose should be information you can report about the following year.

Myth #2: *Grant writing is a behind the scenes job that involves little human interaction.*

Fact: This refers back to the roles as a field worker liaison and donor relations manager. It is crucial for a grant writer to have excellent interpersonal and communication skills. To start, you need to know the field worker and their project well. When building relationships with funders, be assertive and persuasive, as well as warm and inviting as you share with potential prospects the heart of Pioneers.

Myth #3: *Grant writing receives instant results.*

Fact: Although grant writing is very rewarding, it is also a very extensive process. Some grants will receive results within a couple of months, while others will take six months to a year to receive a response. Grant writing requires a lot of patience and perseverance. You may feel unaccomplished and discouraged at times because you are not receiving automatic results. However, when you do earn a grant that is worth thousands of dollars, it is one of the most rewarding roles you can have at Pioneers. Know that your team will always be there to help you through those dry spells of waiting to hear back from funders.

Myth #4: *Funders will let me know when and why they rejected my proposal.*

Fact: It's unfortunate, but if you don't have a close relationship with a funder, it's common for you to submit a proposal and never hear back from them. Funders are busy, and many people don't feel they have the time to respond. (Some foundation websites will even say they won't respond if you are declined.) So, if you don't hear back within a certain timeframe (normally posted on the foundation's website), you can assume your proposal was declined. You can always reach out and ask why your proposal was declined. They may not provide helpful feedback though because it takes a lot of time to do that for each applicant. But if your proposal is declined, it's probably because Pioneers wasn't a good fit.

Myth #5: *Every well written proposal will receive funding.*

Fact: This connects to myth #4, and it's another reason grant writing requires patience. Even if you write a perfect proposal, remember that other organizations are applying for the same one. Many of those organizations also may already have a strong relationship with the funder. If your proposal is declined, you can view their "no" more as a "not yet." Pioneers may not be a good fit for the funder now, but relationships can strengthen, and funder priorities can change over time. We can continue to assess each year if funders that rejected us are still a "no" or if new doors have opened to apply again.

** As a grant writer, you have the unique opportunity to introduce Pioneers to a multitude of different funders. You are giving funders the opportunity to be a part of a movement to share the gospel and meet tangible needs within unreached communities around the world! Be genuine as you share our passion and let your enthusiasm come to life in your grants!*

Am I Ready to Enter the World of Grant Writing?

Before you jump into the world of grant writing, you want to make sure your organization has a secure place where you can pull organizational information. Below are the most common pieces of organizational information that funders have asked Pioneers to provide.

Pioneers Organizational Information

- History of how Pioneers started (1-2 paragraph explanation)
- List of Core Values & Statement of Faith
- A copy of our 501c(3) (i.e. IRS Determination Letter)
- CEO professional headshot & biography (at least a paragraph)
- List of board members, including their board position, job title, and address
- Organizational budget for the current fiscal year and past 3 fiscal years
- Financial audits for the current fiscal year and past 3 fiscal years
- List of top 10 donors (i.e. amount each donor gave)
- Information from our annual report [Pioneers.org/annualreport](https://pioneers.org/annualreport)

If your organization doesn't have this information available, then the most helpful step you can take in grant writing is to start compiling these documents.

Pioneers Project Information

You also want to make sure that all the nitty gritty details of your project is organized somewhere. Pioneers uses a program logic model to organize information for our key projects even if we don't currently have a proposal opportunity. Writing a program logic model in advanced saves us a lot of time because we aren't chasing down new information when we have new proposal opportunities. It also helps us see if there are gaps in the project or if there are goals/metrics we need to revise. A program logic model can help you discern if your project truly is ready to be pitched to a funder. If there are questions you are struggling to answer in the program logic model (e.g. unsure about long-term goals, unable to track metrics, don't have a detailed line-item budget, etc.) then it could be a sign that your project isn't ready for grant funding. (Sample program logic model template can be viewed at the end of this document). Project components we always have on hand are:

- Program logic model (i.e. for projects that consistently are pitched to funders)
- Project leader professional headshot & biography (at least a paragraph)
- Impact stories
- Direct quotes from people who are impacted from the project
- Project photos
- Line-item budget

Researching Funding Opportunities

Pioneers

Since many large corporate businesses don't give to religious organizations, Pioneers tends to focus on pursuing funds from:

1. **Churches:** Pioneers has three Major Gifts Officers (MGO), and some of them reach out and connect with churches that are willing to partner with us. Currently, we have 3,345 churches that give to Pioneers annually.
2. **Individual Donors:** We have annual campaigns where we write and send major donor proposals and/or direct mail letters to individual donors in our donor database. During the summer and at the end of our fiscal year, we follow up with these donors by sending reports about how their giving impacted the unreached. We also run a donor acquisition campaign. This campaign focuses on acquiring new organizational donors. We will send approximately 4-6 letters each year to a pre-determined list of potential donors asking them to give to our Strategic Priorities Fund (SPF). Each donor list is typically unique to each letter.
3. **Private foundations:** These are legal entities that are established by an individual, family or group of individuals. These foundations tend to be more exclusive (some don't even have a website), and it's hard to get your foot in the door if you don't have a connection. Currently, Advancement has grants from 11 partner foundations.

READ! MEMORIZE! BREATHE!

Make sure to read everything you can about the funder. A funder should be your best friend, and you can't be best friends with someone you don't know very well, right? So, take time to learn about the funder, and use their information in your grant to show you've done your research. This includes its history, board members, staff, etc.

The Power of a 990

When you find a potential funder, it's also helpful to research past grant recipients to see if those recipients are similar to Pioneers. You can Google search any foundation's 990 form and look at the charitable giving section. If it's still unclear how eligible Pioneers would be for a funder, you can take the extra step to contact them or contact past recipients and ask about their experience working with the funder.

Field Worker Projects on the Frontlines

One of the most unique and exciting parts about being a grant writer at Pioneers is directly connecting with workers who are serving on the field! As a liaison between field workers, their projects and potential funders, it is your job to learn everything you can about their project so you can clearly communicate how it is planting churches among UPGs.

After you find a funder that fits with Pioneers, you will need to gather information about a field project to propose. Before you start researching the project, make sure to clarify:

- Has this project received funding from Advancement in the past?
- Do we already have something written about this project? (i.e. Is there a project summary, proposal, website article, etc. about this project already?)
- Has this field worker worked with Advancement in the past? (Some field workers have multiple projects, so it could be a new project but someone who already has a relationship with our team.)

Answers to these questions will influence how you gather project information.

Past Funded Projects

If this project has worked with Advancement in the past, we should already have some type of written materials for the project. The level of involvement Advancement has had with the project will influence how you gather information.

- **High Involvement:** If Advancement has been consistently involved with a specific project, you should be able to use information from past proposals, project summaries, etc. without needing to contact the field worker project lead. If you do need to contact the field worker, it most likely will be to get details for a specific proposal question that isn't common on other applications or to get the most recent update about the project's progress (e.g. new budget needs, new goal for the end of this year, # of people being served this year compared to last year, etc.)
- **Medium to Little Involvement:** Any project in this category will need more information. Even if there already are project write ups, they most likely won't have enough information to write a strong proposal. Be ready to reach out to the field worker project lead. An effective way to tackle this situation is to first write as much of the proposal as you can with the information you have. Once you see the gaps in your proposal, you can reach out to the field worker, asking them about the details

you need. Depending on the amount of details needed, you can either email them a list of questions or jump on a video call, asking them to explain more.

New Projects

These projects never have been funded by Advancement, or they are starting a new relationship with our team. This means that the proposal you write for this project will be the first written summary we will have recorded. This also means that you will need to contact the field worker and get all the information you need to write a proposal.

While each proposal differs in the specific questions they want you to answer, there is a common theme of information that funders are seeking. So, the questions below can help guide you through your conversation about what to ask a field worker:

- Start by asking their story about how they came to Pioneers and started their ministry. Make sure they specify **when** their project started. This will help you understand the “why” behind their project.
- Ask them to describe the UPG (e.g. What are their current needs? What do they currently believe? What obstacles prevent them from hearing the gospel? Are there any churches now?) **A lot of this should be naturally answered when the field worker shares their personal story.*
- What does your relationship with this UPG look like now, and how does your project open doors to share the gospel and start church planting movements?
- How has your project already met the tangible needs of this UPG? (e.g. # of people the project serves each year? # of people it has served since the project started?)
- How has your project already made a spiritual impact on this UPG? (e.g. # of Bible studies started? # of new believers? # of churches planted? # of people attending these Bible studies and/or churches?)
- What is your current project budget? What are your biggest needs now, and what will your needs be in the next year?
- *Short-term goals:* What are some goals you are hoping to accomplish in the next year? (e.g. # of people your project will serve? # of new Bible studies and/or churches that will start?)

- *Long-term goals:* What are some goals you are hoping to accomplish in 3-5 years? (e.g. # of people your project will serve? # of new Bible studies and/or churches that will start?) You could reframe this by asking them to complete the following sentence, “By the end of [insert year that is 5 years from current year], we plan to...”
- Could you share a story about how your project opened doors for you to build relationships, share the gospel and/or bring someone to faith? (An ideal story is how the project accomplished all three of these. But depending on how new the project is, it may only have met a tangible need or sparked a spiritual conversation. Even if the field worker says that no one has come faith yet, you should still get a story because a story is better than no story!)

Past Relationship with Advancement

If the field worker has a project that fits the funder’s criteria, it’s important to know if he or she has worked with Advancement in the past. If they have worked with our team, assess what the nature of the relationship looked like. If the field worker was quick to respond, sent quarterly reports on time and was overall easy to work with, then there’s a good chance Advancement will work with him or her again. But if the field worker was non-communicative, didn’t keep us updated about the progress of the project and/or was someone we chased down a lot, then our team most likely will not pitch their project.

There’s also a good possibility we won’t propose their project if we don’t have an established relationship with the field worker **and** if their project is new to the field (i.e. hasn’t been around long enough to prove that it’s credible, sustainable, and effective).

Each project on the field plays a wonderful role in serving unreached communities, so it can be hard to say no to certain projects. But as much as we want to serve our field workers and UPGs, we also need to serve our funders well. Funders are investing thousands of dollars into projects, and it doesn’t serve a funder well to partner with a field worker who doesn’t make an effort to send updates about how the funder is personally making an impact. Some field workers may view reports as an administrative chore, but reports are key to encouraging funders and making them feel part of the Great Commission! It also doesn’t serve funders well to ask them to give to a new project that crashes and burns shortly after because the project was not set up well enough to survive long term.

Your role as a grant writer is truly a delicate dance of serving and maintaining a positive relationship with both the field worker and funder. And at the end of the day, if the field worker and project doesn’t pull through, you will be the person who has to relay that negative news to a disappointed funder. So, make sure you take all these factors into consideration as you decide who to partner with when pursuing a funding opportunity.

Final Thoughts

Other details to consider as you choose projects:

- When the Advancement Team chooses projects, we consider 1) What are the key interests of the funder? 2) What projects are most strategic for Pioneers as a whole organization? Our project focuses gradually change as time progresses, so we want to make sure that the projects we pitch are strategic for the entire organization.
- Field workers are living in hard-to-reach places around the globe! Their day-to-day looks completely different than ours, and because of that, they can tend to be a bit disconnected from their funders, our Advancement Team and all the administrative work that gets accomplished at the US base. (This is why strong relationships with field workers are key!) So, when you are reaching out to field workers for information, try to communicate in a way that makes them feel connected to our team and the US base. (i.e. Ask how they're doing. Look at past emails so you can remember their last update. Add little details to personalize emails.)
- Also give grace about how quickly they respond to your questions. Many are in different time zones and may not have access to email as easily as we do. So, if you know you will have questions for them, **send those to them as soon as possible** and follow up if you haven't heard back in a week. If you are needing a quick response, put "Time Sensitive" in the email subject line and give them a specific date of when you need them to respond.

Donor Relationships: How to Get Your Foot in the Door

So, after all your extensive research, you finally found a funder. Congratulations! Now it's time to introduce Pioneers and start building a relationship. Relationships are key to award winning grants. Funders are giving thousands (even millions) of dollars each year and want to make sure you are an organization they can trust. Our MGOs are the primary people who connect and build relationships with potential funders. So, you can share your list of potential funders with our MGOs and discuss if the funder will be a good fit. If so, you can work with them to develop a strategy of how to reach out to them. (i.e. Our MGOs live in Texas, Kentucky and Georgia.)

If Pioneers didn't have MGOs, below are steps we would take to start building a long-term relationship.

1. **Ask questions:** Even if you don't have any, make them up! Asking questions about the grant is a non-threatening way to introduce Pioneers. Find the funder's contact phone or email and ask no more than five questions that aren't answered on the website. These could be about the grant, the application process, how the funder would align with Pioneers, etc. The more questions you ask, the more your funder will remember you and believe you are truly interested in partnering with them.
2. **Invite a representative for a site tour:** This could be challenging since many funders who give to Pioneers are outside of FL. But if there is a local funder or if the funder makes trips to FL, you can invite them to tour the Pioneers facility.
3. **Connect with board members:** Board members help foundations decide exactly who to partner with each year. Connecting with a board member is a great way to get Pioneers' foot in the door.

Writing Grants

Now that you have survived the steps of researching and creating donor relationships, it is time to start writing! Things to remember as you write are:

- **Follow directions:** Proposals can be automatically declined if directions are not followed properly.
- **Answer questions in the order they are asked:** Make your answers clear, concise and concrete by following the order.
- **Make deadlines:** The week a grant is due should be your time to make final edits, *not* answer questions for the first time.
- **Avoid spelling and grammar errors:** Funders may decline your grant if they find errors. Make sure you read through your grant several times to avoid errors. Perfect punctuation pays off!

Letter of Intent

Before you write a proposal, some funders ask for a Letter of Intent (LOI). An LOI is a one- or two-page letter that introduces your organization and program to the funder. (Although, some foundations now use it as a separate application.) An LOI determines if your funder will give you permission to apply for their grant. Many LOIs will give you an outline to follow, but if the funder wants you to write one from scratch, make sure to include:

- Your LOI written on letterhead with an electronic signature at the end
- Your organization and its mission
- The need you are meeting
- Your request from the funder
- Your program description
- What you hope to accomplish long term

**Remember that an LOI is brief, so make sure it is short, sweet, and to the point!*

Grant Proposal

If you submit an LOI and it is accepted, you are ready to write! There are two primary grant formats used by companies and foundations. The first and most common type of grant is an online application that has specific questions for you to answer. Our Program Logic Models have common questions that are asked in grant applications, so see the Program Logic Model Template to familiarize yourself with common grant application questions.

Before you start writing, some tips to keep in mind:

1. Answer questions in the order they are asked.
2. While applications have individual questions, you want to complete the application as one big narrative. Your answer for question #1 should still flow and connect with how you answer question #2 and so forth. When you zoom out and look at the big picture of your proposal, do all answers complement each other and flow together?
3. You'll need to discern what information the funder wants to know even if they don't ask for it. For example, there may not be a question that specifically asks for an impact story. However, stories are crucial to helping the funder feel connected to your project. Even if the application doesn't ask for an impact story, you still need to include it in one of your answers.
4. Avoid repeating information. Some questions may sound repetitive, but you need to be creative in choosing the information to share for each question.

Below are common grant application components that are addressed as questions:

1. **Executive Summary:** You may be asked to provide this, which is a 1-page brief overview of your entire proposal. Use it to grab the funder's attention and make them want to read more. Make a strong case for your project and show how it matches their mission. Points you can include:
 - Brief overview of need
 - Pioneers' qualifications to carry out the project (i.e., past accomplishments that show why we are the best organization to meet this need)
 - A brief overview of the project & proposed solution
 - Desired outcome—short/long term goals
 - Cost of project and \$ request

2. **Need Statement:** What problem is Pioneers trying to solve? Depending on the funder, this can be a tricky question. Essentially, we are wanting every UPG to have access to the gospel and have a church planting movement among their community. But if the funder is more interested in the humanitarian efforts, then the need statement would focus on the community problem missionaries are addressing.

When you answer a need statement, make sure to include:

- *Background information about the issue.* This is a good place to connect with your audience through a personal story and/or statistic. (e.g. *A Third of Us* by Marvin Newell states that approximately one-third of the world is unreached.) Also remember that **your problem is not the lack of funds**. Never blame the absence of money as the root cause for the problem.
 - *Who is affected:* Introduce the population this grant will serve. Remember that **this grant is to serve the UPG, not Pioneers or field workers**. So, make the UPG the subject focus of the grant.
 - *Root cause:* Explain why the UPG has this problem/need. **Avoid circular reasoning—stating that the absence of your solution is the problem.**
 - *Evidence of need:* Use facts and statistics about the UPG to emphasize the need and **create urgency**. Why is this need urgent? What happens if we don't meet it? You want the funder to feel like they need to act fast and understand why they are the ones who need to act.
3. **Short-term & Long-term goals:** You want to share what you hope your project will accomplish by the end of the year or following year (short-term goal). This will help funders understand how their giving will make an immediate impact. Then, explain how accomplishing short-term goals will serve as a steppingstone to achieve goals in the next 3-5 years (long-term goals). You'll then want to connect these goals back to the long-term vision of Pioneers (i.e. for every UPG to hear the gospel and catalyze church planting movements in their community). **And don't forget to reinforce how a funder's generous giving will play a vital role in this!**
 4. **Budget:** If you are wondering what parts of the project you should address in the proposal, look at your budget. **Your proposal should match your budget.** Restricted funds are when donors give to specific items in the budget, while unrestricted funds are given to the project and can be used however it's needed. While unrestricted funds give you more freedom, a budget that shows exactly where

a funder's money is going helps you earn more funding. So, when you make a budget, make sure it's clear how funds are being spent but not so specific that it becomes restrictive. Also, when the Advancement Team raises funds for a Pioneers project, **there is a 17% administration fee that is taken by Advancement.** So, always add that fee into the final budget total.

The other type of grant is one that you write on a blank slate without answering specific questions. A grant funder will require you to write a grant proposal with all your information about your organization and project and send it in via mail or email. These grants can be challenging because they are very broad and do not require you to provide information step by step. It is up to you organize all the details. If you come across one of these grants, you can organize it by using the Program Logic Model Template (you may just need to reorganize the order of the questions). Other tools you can add to the grant are:

- Pictures
- Colors
- Charts
- Graphs

You want your grant to be unique and stand out as much as possible. Funders receive hundreds of grants each month, and the more unique your grant proposal is, the more likely the funder will remember you. But remember, you'll only need to add these tools if you are writing a grant that is not an online application or if an online application asks for supplemental documents.

AND PLEASE DO NOT FORGET...

Whether you submit an online proposal or write one from scratch, you need to propose realistic outcomes that the field worker can measure and update you about. Most funders expect a report 6-12 months after they give to a project, so make sure that you are proposing metrics, results, etc. that field workers can track throughout the year. Also make sure that you share with the field worker what you originally proposed to their donor, so they know what to track while the project is being implemented.

Reporting: The Aftermath of a Grant

After researching, building relationships and writing an extensive proposal, you finally secured a grant for Pioneers. WOOHOO! The grant writing process is an arduous journey, and it is definitely something to celebrate when you secure funds that will impact UPGs!

The journey doesn't stop here though. After funds are received by Pioneers, you will:

- Create a Memorandum of Understanding (MOU). This MOU is simply an agreement between the field worker and Advancement Team about 1) the amount of funds the field worker will receive 2) the account # the funds will be transferred to 3) how the funds will be used 4) the field worker will send quarterly reports until all funding is spent. (We use a quarterly reporting template that we send to the field worker.)
- Initiate a fund transfer after the field worker accepts the MOU.

After funds are in the place, your last focus of this project will be tracking quarterly reports. This will help you compile a final report for the funder.

Reporting

This part of the grant writing process can have a negative reputation. Someone outside of the Advancement Team may view reporting as a mundane and obligatory chore, especially if they don't have strong administrative skills. This is because each quarter they are asked to complete a quarterly report template that has the same questions, asking them to track metrics, share stories and send pictures.

But for our team, reporting is one of the most important parts of the funding process! Reports are more than project updates. They are narratives about all the amazing work God is doing among UPGs and how the funder has played a role in that story. A report is an essential tool to empower funders to continue giving and partnering with Pioneers.

This is another reason why your relationship with field workers is so important! If you have a strong relationship with the field worker, they will be more responsive and collaborative when you send them quarterly report reminders. And as much as we want to use reports to empower our funders, we also want to encourage our field workers about the power of their reports. Continue to remind them that their reports are empowering donors to partner with them and that strong reports could even lead to future funding.

The reporting process varies between funders. Some funders may ask for an interim report (i.e. halfway point), while other funders want a report at the end of the project (i.e. after

one year). Some funders will have a specific reporting template, while other funders will ask you to write a report from scratch—and the length of each report varies.

But regardless of the length, timeframe or report structure, always **read the original proposal before writing the report**. Remember that the funder will want to know about the topics and metrics you originally proposed, so make sure you address those in the report. Also make sure you clarify how much of the funding has been spent and that it's clear where their money was invested during the project.

NOTE: Pioneers requires quarterly reports (4 reports per year) from our field workers instead of a bi-annual (2 reports per year) or one final report because:

- A funder has the right to ask us for updates at any point during the year. Quarterly reports provide us with the most updated information we could share when asked.
- If any significant project changes occur (which could impact how funds are spent), we need to know as soon as possible so we can explain them to the funder. It's not fair to the funder that we proposed specific project activities, received funding for those activities and then changed them without their permission.
- Other funding opportunities could come up for that specific project, and it's helpful to have the most updated details to present in a new funding opportunity.
- Some quarterly reports don't provide all the information we need. It's quite common for us to receive a report but have missing information, which results in us needing to contact the field worker for clarity. It's helpful to have multiple quarterly reports so we have more information to choose from.

Statistics & Stories

Statistics

Pioneers uses joshuaproject.net/ to share statistics about UPGs. You can also use this to get information about specific UPGs the project will serve.

If you need statistics about Pioneers as an organization, you can look at our Pioneers infographic and/or annual report (pioneers.org/annualreport).

If you need statistics for a specific field worker project, check past quarterly reports and proposals (if one has been written about that project), and contact the field worker to make sure it's updated. If statistics aren't available, you can reach out to the field worker and ask them for the information you need. **Make sure you give them a timeline of when you will need that information.**

Stories

Sharing successful stories is one of the most effective ways to engage your audience. Stories paint a clear picture of how grant funders can play a part in the Great Commission and reach UPGs around the world! Pioneers has lots of stories and the list below shows where you can normally find them:

- Past proposals if it's the same project
- Quarterly reports
- Year-end reports
- Direct mail letters
- Major Donor Proposals
- pioneers.org/stories

Writing Dos and Don'ts

Every nonprofit organization has their own writing style, tone, verbiage, etc. that reflects their individual brand. While some of the rules listed below will vary based on each organization's brand, you can still use these as general guidelines.

Don't: begin sentences with a number

(e.g. 7,000 unreached people groups have never heard the gospel.)

Do: add words in front of the number

-(e.g. According to Joshua Project, there are 7,000 unreached people groups who have never heard the gospel.)

Don't: use numerical characters for single digit numbers

(e.g. Our missionary team is discipling 8 people.)

Do: Use words for numbers that are single digits. Numbers with more digits can use numerical characters (e.g. Our missionary team is discipling eight people. There are 12 churches in Sudan.)

Don't: begin sentences with conjunctions

Do: use words such as although, while, whereas, etc.

Don't: use contractions, wordiness and immature language

(e.g. Words such as stuff, things, get, etc.)

Do: use mature language and follow the three Cs—clear, concise and concrete

Don't: abbreviate without writing the entire word when using it for the first time

Do: write the entire word and then abbreviate afterwards

(e.g. Unreached people groups (UPGs) have never heard the gospel.)

Don't: be ambiguous

-(e.g. Our missionary teams have used innovative projects to share the gospel.)

Do: be as specific as possible

-(e.g. Our missionary teams have used innovative projects such as sea cucumber farming, clean water projects and disability care. These have opened doors to share the gospel.)

Don't: write about what you hope to do

-(e.g. Our Innovation Team hopes to train 35 missionaries in their Essentials of Innovation course.)

Do: write about what you will do; words like “plan,” “aim” and “aspire” are assertive!

-(e.g. Our Innovation Team **plans to** train 35 missionaries in their Essentials of Innovation course.)

Don't: create new content from scratch if you don't need to

Do: use content from past proposals, direct mail letters, receipts and the Pioneers website if it applies to your proposal

Don't: guilt trip people to fund

Do: make your donor feel like the hero in the story and empower your funder by explaining how their giving will reach UPGs around the world!

Last Grant Writing Tidbits

1. **Funder's mission statement:** Use the mission statement and/or verbiage of your funder in your proposal. Example:

Conrad Prebys Foundation: With a childlike spirit himself, Conrad regularly supported the Boys & Girls Clubs in San Diego County, with the East County location being the first-ever recipient of Conrad's burgeoning generosity. With his support, such organizations have been able to continue to provide essential services to children including engagement programs that *"promote healthy lifestyles, character development, and academic success."*

LOI to Conrad Prebys: We provide social services and resources to 100 Syrian families and their children in San Diego County. These social services include our Syrian Youth Development Program that *promotes healthy lifestyles, character development and academic success.*

2. **Imitate the writing style of your funder:** Writing in a similar style will further emphasize that Pioneers is indeed a good fit for the funder. Find a balance of imitating the funder's writing style and verbiage, while also maintaining Pioneers'.
3. **Let your creativity flow:** This packet will serve as your guide, but don't limit yourself to the resources in here. Each proposal is different, and a story or statistic that works for one proposal won't necessarily work for another one. Proposals are very broad, and there is not always an easy three step process when writing one. Practice will be the only way you will master the art of grant writing, so.....

Go forth and make disciples of all nations!