Step 3: Tailor the message

Carefully review the funder’s website and other available information. Identify where there is alignment between your organization’s mission, or the project you’re proposing, and the mission and interests of that funder.

As you write the grant proposal, articulate this alignment in key places, especially in the cover letter and introductory and concluding sections of the narrative. “Speak to the funder’s mission” by using words and ideas that match or imitate the funder’s own word choices and priorities.

Questions? Contact info@grantsplus.com