



# The Foundation Center's Guide to Proposal Writing

*Jane C. Geever*

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## **The Foundation Center's Guide to Proposal Writing** Jane C. Geever

The newest edition of our most popular Guide, with grantmaker perspectives on the latest trends in reviewing proposals.

In the fifth edition of our essential Guide, author Jane Geever provides detailed instructions on preparing successful grant proposals. Incorporating the results of 40 interviews with grantmakers across the nation, the Guide reveals their priorities in reviewing submissions and provides insight into what makes a winning proposal.

The Guide outlines the entire proposal-writing process:

- \* Pre-Proposal Planning Tips
- \* Components of the Proposal
- \* Guidance from Grantmakers

To illustrate key points, excerpts from successful grant proposals are inserted throughout the Guide. And a complete model proposal is included in the appendix. An updated bibliography features selected resources on proposal development, including web and print sources. A new chapter focuses on crafting an effective evaluation component, addressing the heightened interest in outcome-based assessment of funded projects.

Author Jane C. Geever is founder and chairman of the development consulting firm, J.C. Geever, Inc., established in 1975 as the first woman-led fund raising company admitted into membership in the American Association of Fund Raising Counsel (AAFRC). Ms. Geever is a nationally recognized author and lecturer who has created successful proposals to foundations for more than 35 years.



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