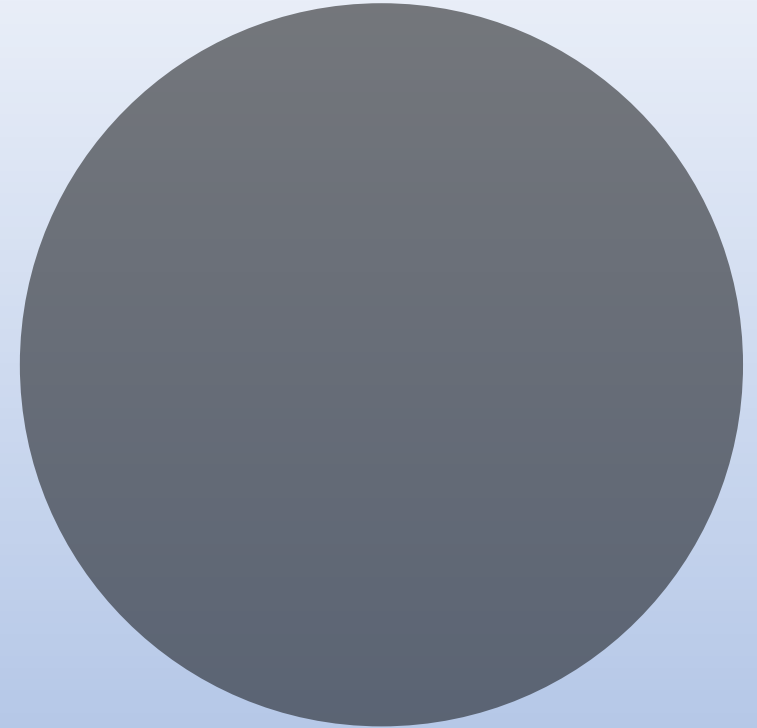


Writing for Change

Presented by Debbie DiVirgilio

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Central Virginia Grant
Professionals Association

A chapter of the national Grant Professionals Association

To learn key words
that indicate
change within
grant proposals

To identify effective
strategies to
measure change

To understand how
to communicate
impact without
overpromising.

Goals

Writing for Change.....

1

Making
positive
change

2

Making a
difference

3

Influencing
others

4

Persuading
people

Who is Your Audience?

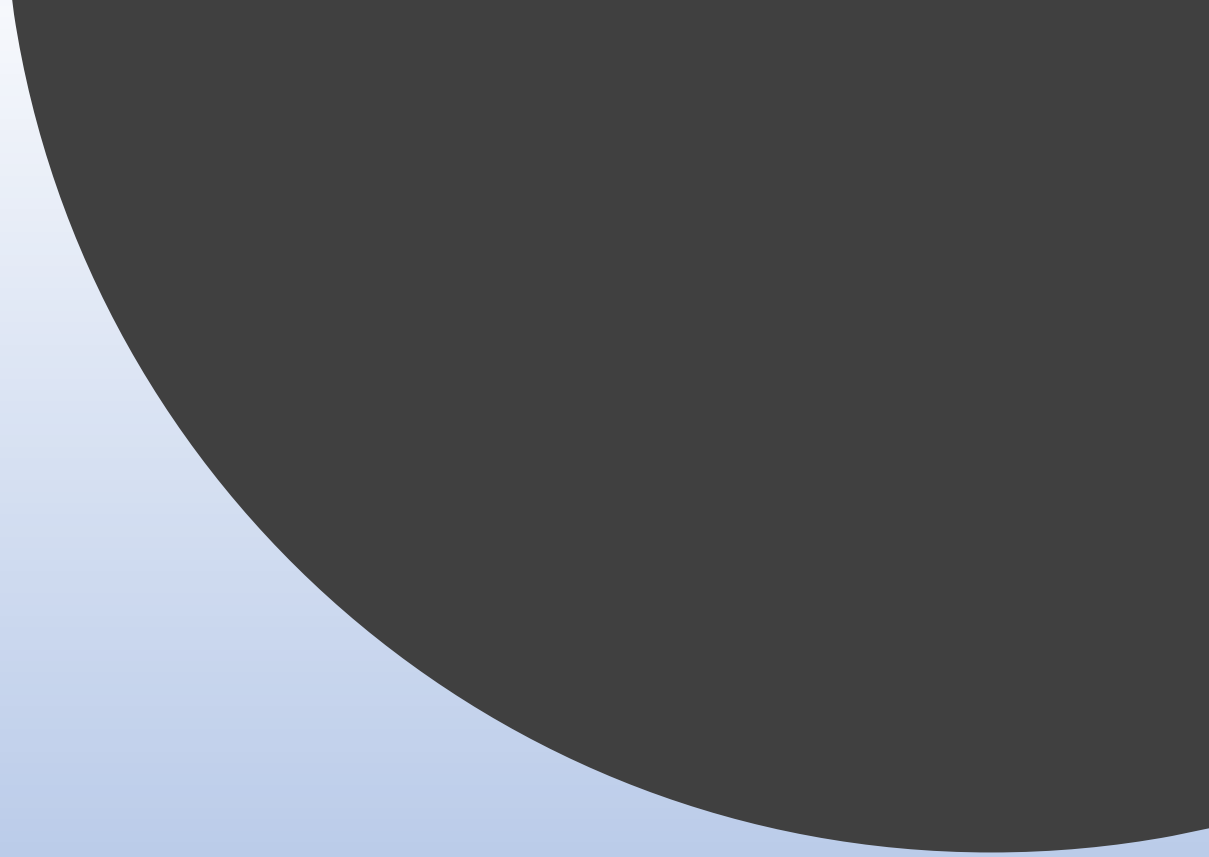
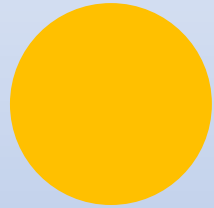
What do they know about the work your organization does?

What do they know about the issue/problem?

Are there common misperceptions about the issue or problem?

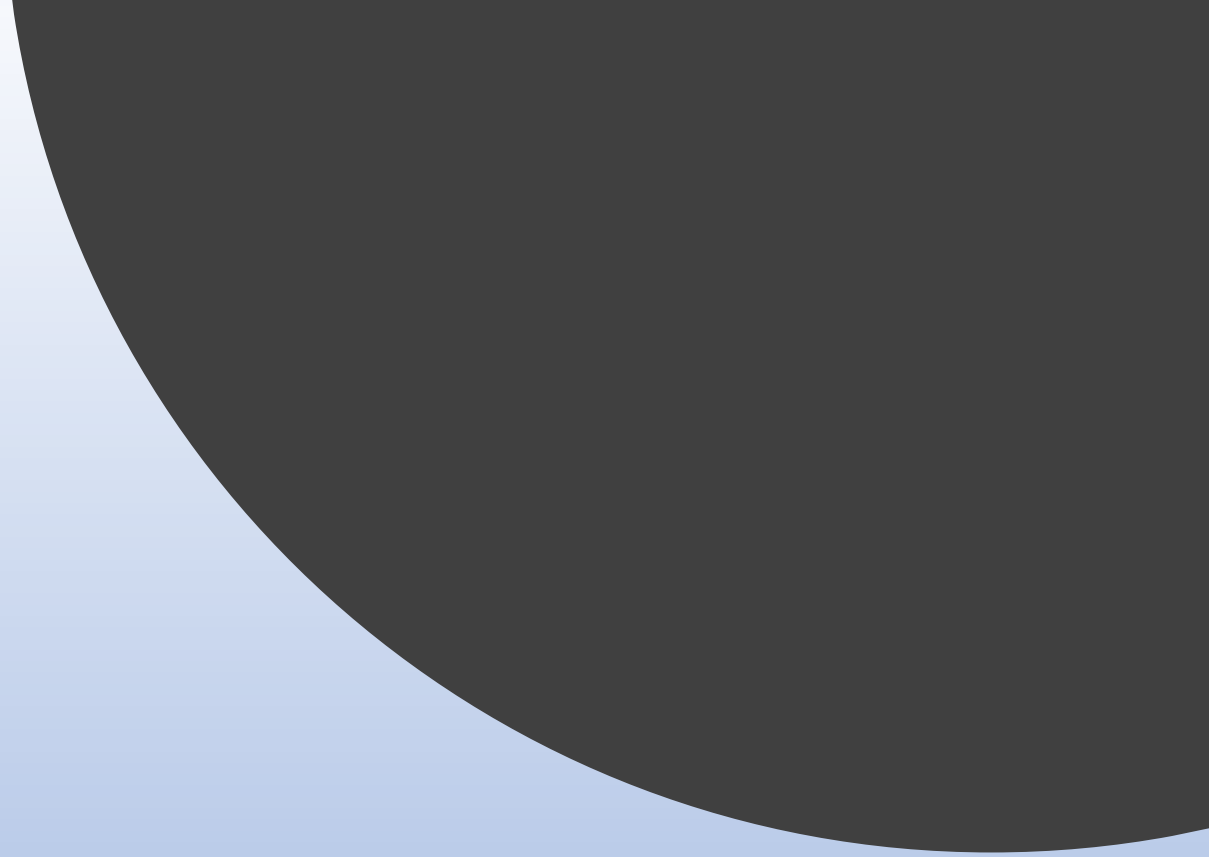
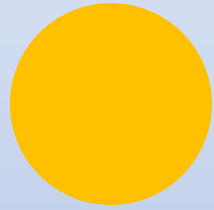
What is their current involvement in the issue or problem?

How does the issue/problem affect the audience?



Develop the message
for the Audience.

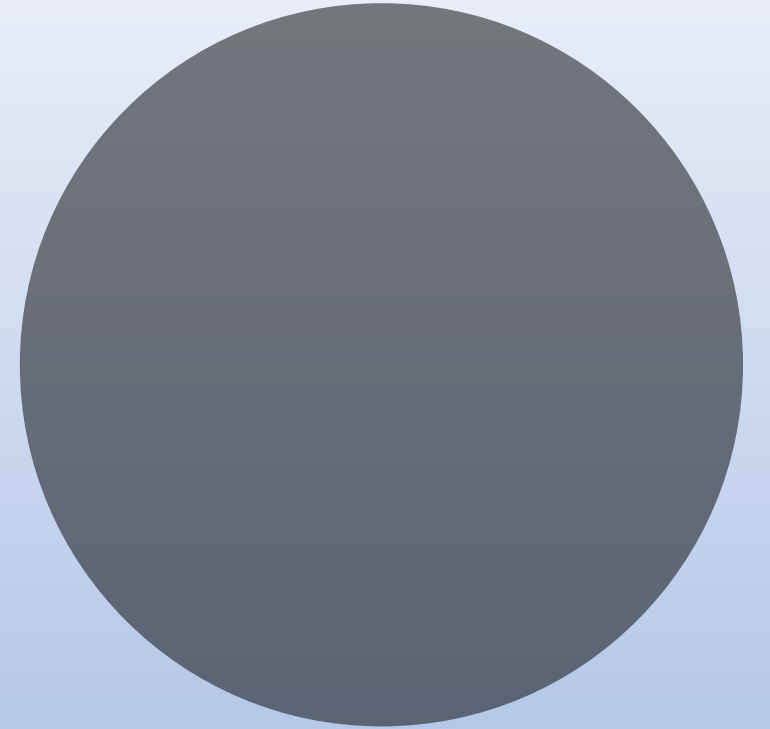




Research is Required!



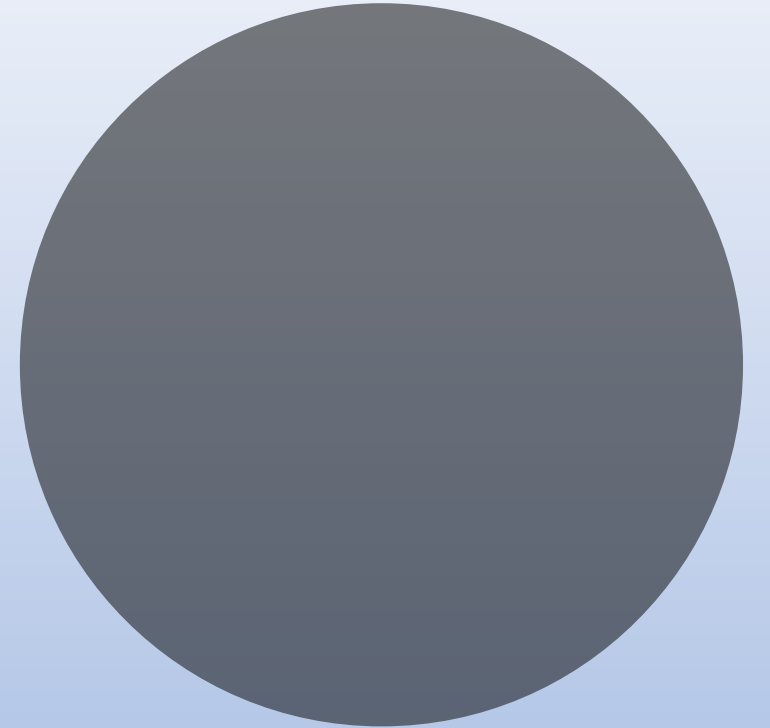
Blending Heart and Head

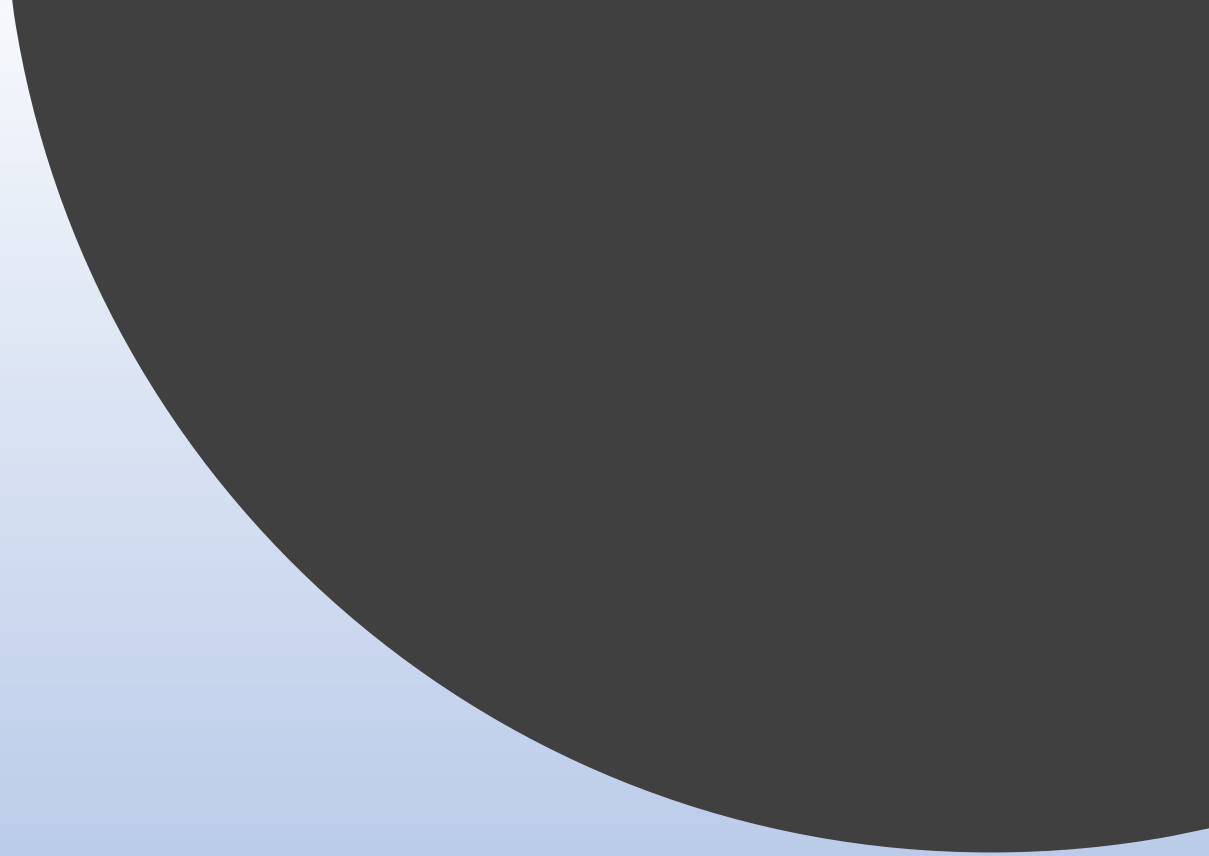
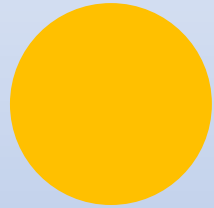


Heart & Head

Heart	Head
Emotions	Logic
Stories – Case studies	Data – Statistics
Outcomes – Making a difference in the lives of people	Outcomes – Moving the needle on community data

Key “Change” Words

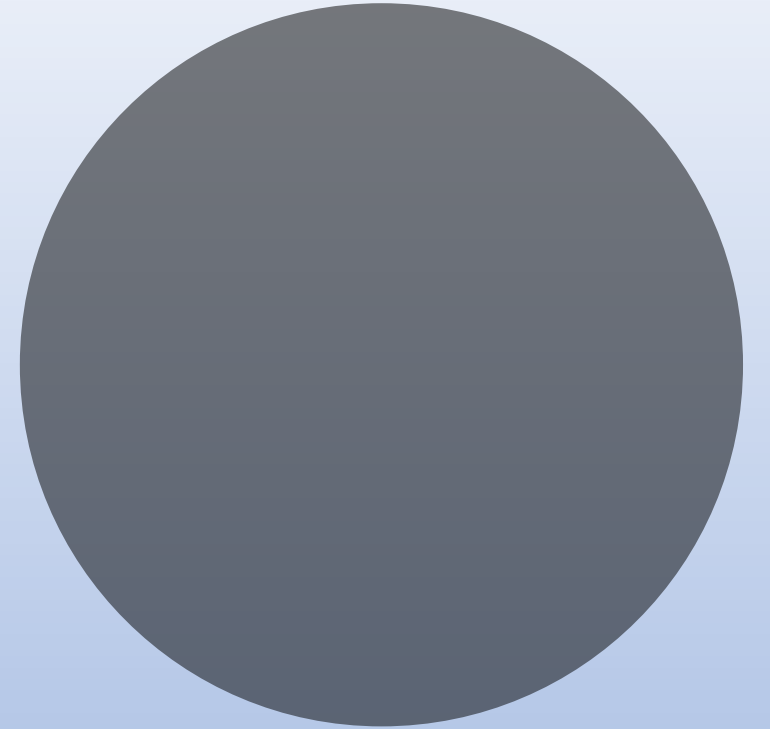




Words that Indicate Change is occurring....

Begin by thinking about the context of change that you want to convey.

Strategies to Measure Change



Measuring Change

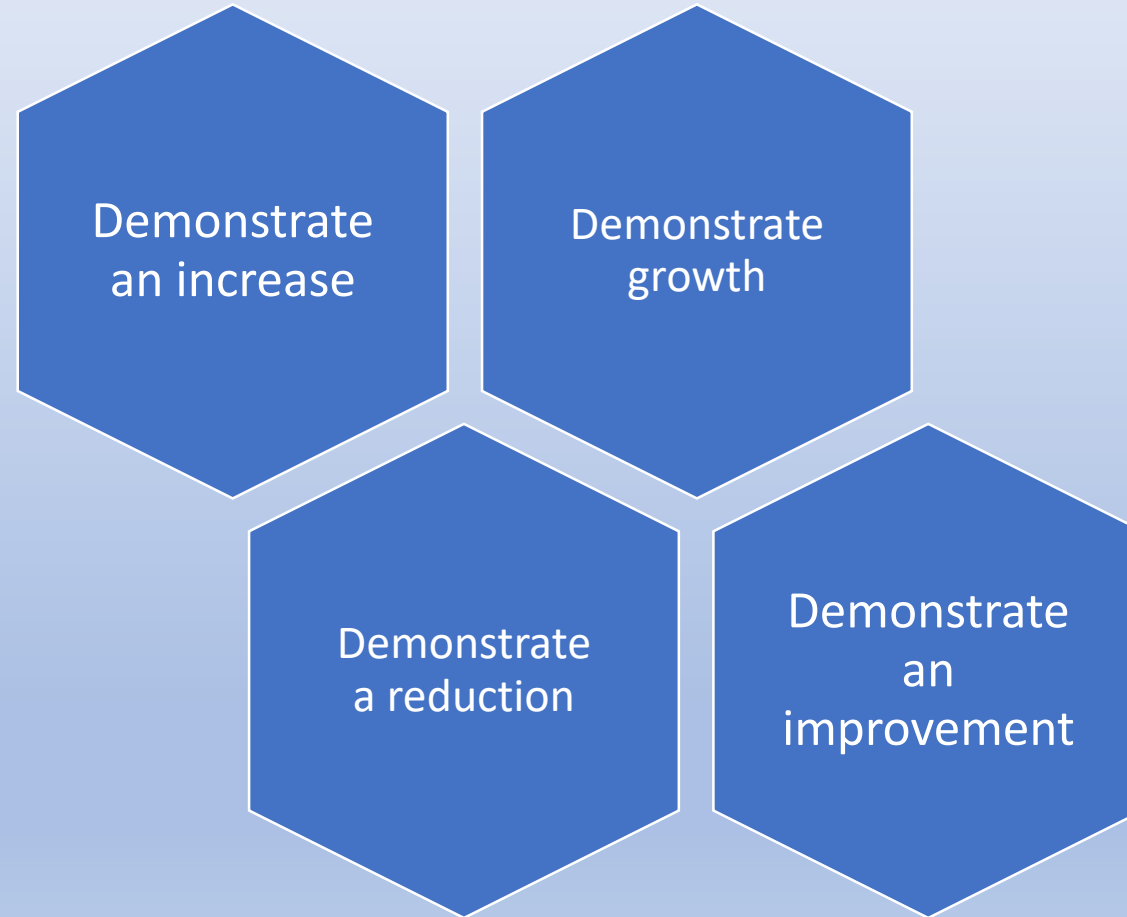
1

How are we making a difference in the lives of those we serve?

2

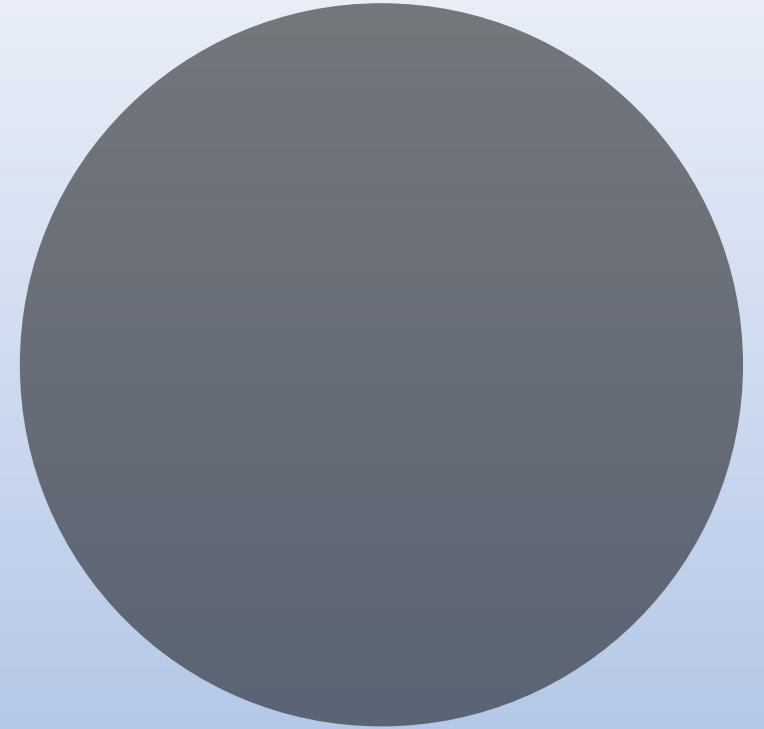
Answers the question, “So What?”

Measuring Change



Avoid over-promising

More is NOT Better



Avoid Over-promising...Ask Yourself:

1

Can we realistically accomplish this change in the given time period?

2

Can we realistically accomplish this change with the amount of money we have?

3

Is the change we want directly related to the program/service we are providing?

Avoid Over-promising...

01

Be careful about making change statements for an entire community.

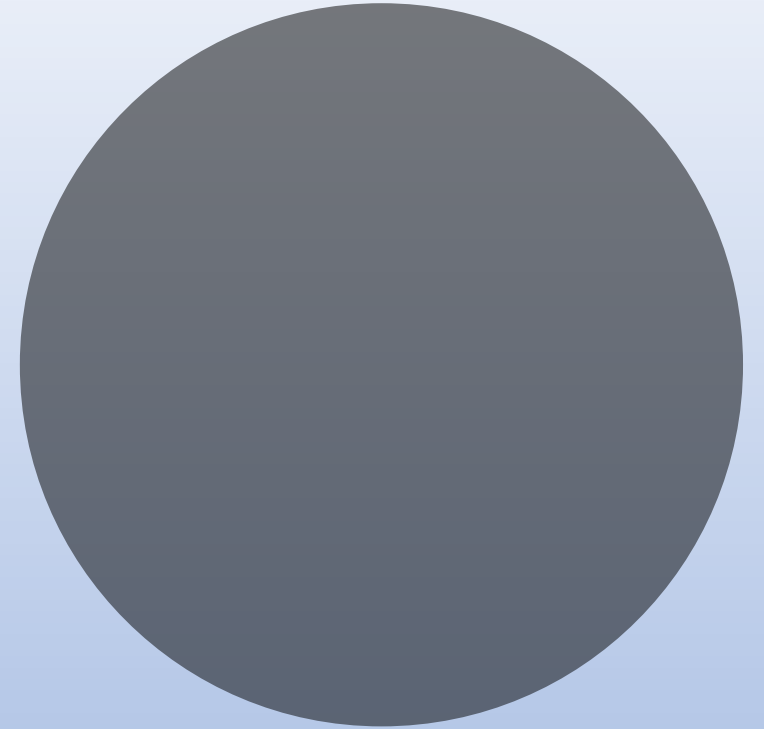
02

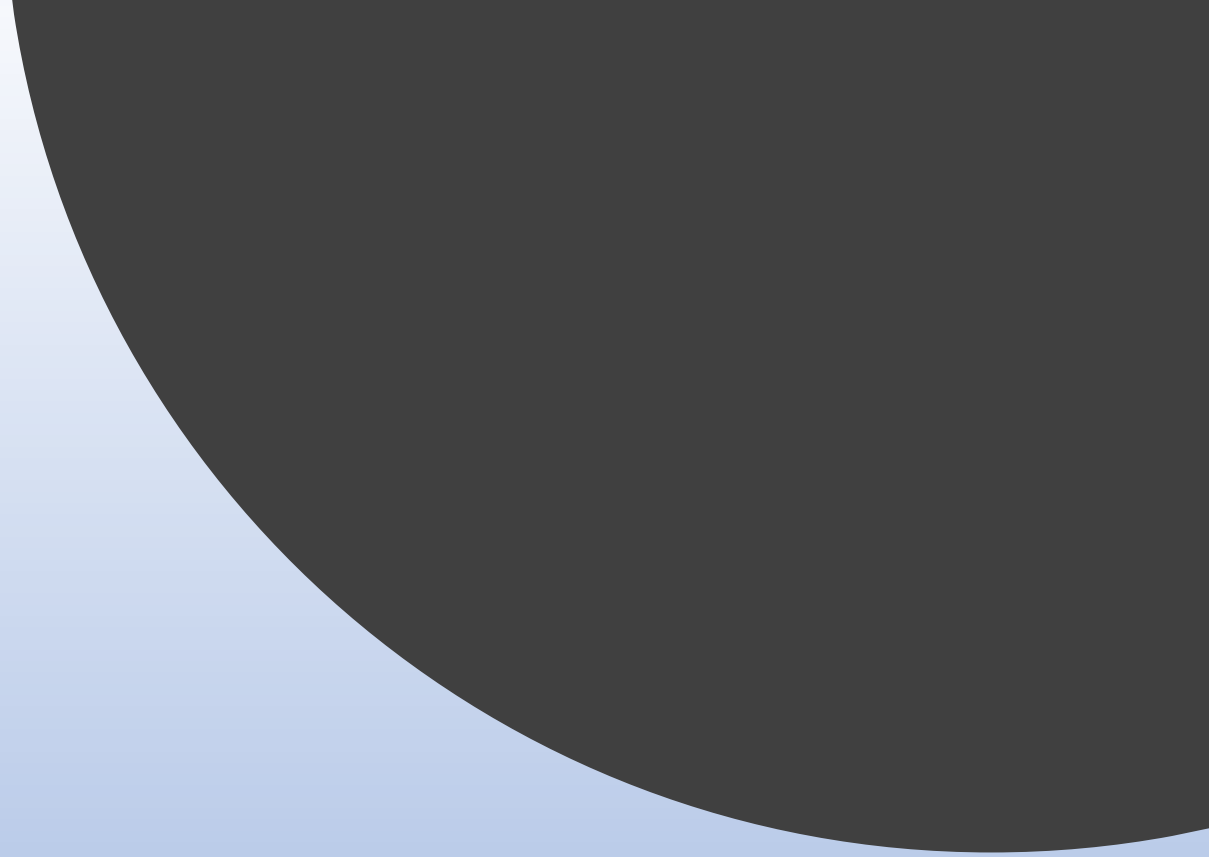
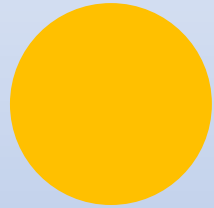
Select the change that your organization can most reasonably affect through its programs and services.

03

Put tools into place for data collection.

???Questions???





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