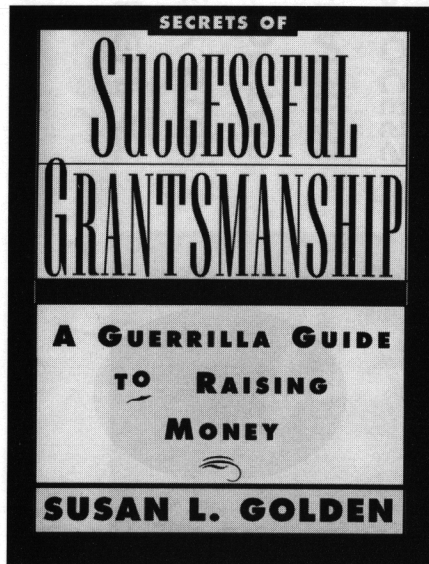


SUCCESSFUL GRANTSMANSHIP
A Guerrilla Guide to Raising Money

By Susan L. Golden



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Beat the grantseeking odds by deploying the comprehensive strategy with an astounding success rate. Based on the simple truth that people, not proposals, secure grants, Susan Golden's innovative approach concentrates on investing time, energy, and resources into building and maintaining solid relationships between grant makers and seekers. Golden reveals how the grantmaking process really works and arms fund raisers with the guerrilla grantsmanship skills they need to successfully navigate it. She draws on more than 20 years of experience with more than 100 organizations to highlight common pitfalls, such as perfunctory budget preparation, and to share critical, yet little-taught advocacy techniques. From conducting effective prospect research and making initial conversations count to preparing, submitting, and following up on grant proposals, she offers a focused, step-by-step method for reliably gaining the edge in the increasingly competitive quest for philanthropic funds.

SUSAN L. GOLDEN, a consultant who works with organizations on grantseeking and capital campaigns, has been involved with raising more than \$700 million for projects in health care, education, social services, materials science, economic development, and the arts.

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