

Contributions

The "How-to" Source for Nonprofit Professionals

July • August 1998
Vol. 12 - No. 4

BOOKS IN REVIEW

GUERRILLA GUIDE TO WINNING GRANTS

Successful Grantsmanship: A Guerrilla Guide to Raising Money

By Susan L. Golden, 165 pp., \$29.95

Discouraged by their own fruitless efforts or intimidated by hearing about the failures of others, many people are reluctant to seek grants.

Some in development exacerbate these fears by promoting the myth that grantseeking is fraught with complexities that make professional help a necessity.

Now comes a superb book to dispel the myths surrounding grantseeking and to show that you can indeed become successful at it.

The goal of *Successful Grantsmanship*, by Susan Golden, a veteran of 20 years who has worked with more than 100 organizations of all types, is to help you avoid wasting time & spare you the anguish of failure.

Despite a multitude of books, most instruction on grantsmanship is still limited to the fine points of proposal preparation and some treatment of prospect research.

But while good research is essen-

tial and good proposals are certainly necessary, in and of themselves they are not sufficient to generate grants.

Golden's book, therefore, offers a detailed explanation of the aspects of grantsmanship that *really* separate winners from losers, notably relationship building.

Each chapter focuses on a major task: conducting prospect research; preparing for your first conversation; preparing a preliminary document; participating in a preliminary meeting; preparing your proposal; participating in a meeting after submitting your proposal; and conducting advocacy activities to give your request a competitive edge.

Through the mastery of skills outlined in *Successful Grantsmanship*, you will gain a sense of confidence and know that, regardless of the fate of any specific request, if your work has merit you will eventually find the support you need.

Susan L. Golden, Ph.D., CFRE is the author of Secrets of Successful Grantsmanship: A Guerrilla Guide to Raising Money, published by Jossey-Bass. Dr. Golden is a Cleveland-based consultant who works with organizations in grant seeking and capital campaigns. She may be reached at (216) 464-9700.