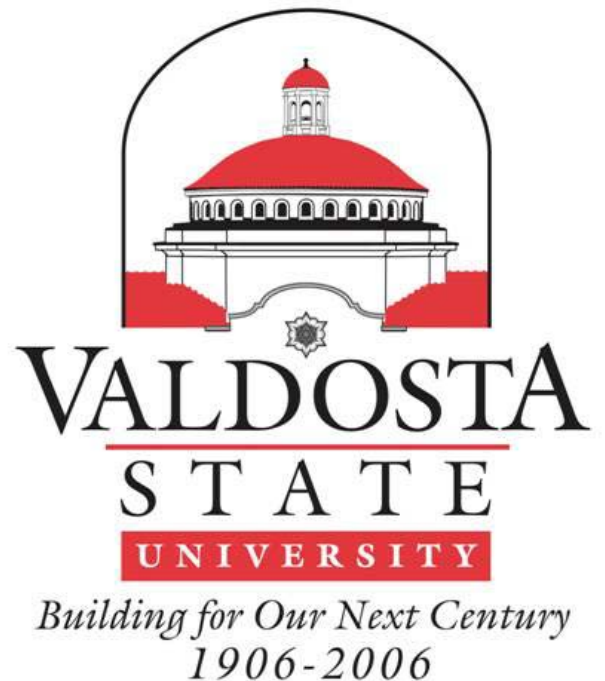


PADM 7860 Grant Writing & Management:
**Using Stories to Market Your
Organization and Project**

Jerry Merwin



How Can Stories Be Used In Grant Writing?

It is common for grant applications to be dry and dull, routinely providing information like the goals of the project, the budget with details on specified line items, and a narrative description of the activities funded by the proposed grant.

The proposals seldom convey the spirit of the organization or the excitement of the project, and are not likely to be very entertaining or enticing.

How can we better portray and enliven our project in ways that will place our proposal above the others in the stack being reviewed?

How Can Stories Be Used In Grant Writing?

If we view the proposal as a marketing opportunity, we can add creative elements that produce excitement and persuade the review committee that our project has both solid value and potential for the type of impact they want to support.

What might give the review committee some reasons to identify with our goals and imagine themselves taking part in the activities?

How about a story?

By telling a story we can convey some key elements of the history and mission of the organization, communicate the benefits of the project to constituents, and make the proposed activities appealing to the committee members.

An Example of A Story Used In Grant Writing

In order to give you an idea of how you can improve your grant applications by telling a story, I have prepared this slide show.

This presentation depicts an actual organization and describes a project that was proposed with an accompanying slide show.

It is fairly common for the funding sources to allow and perhaps encourage or require a presentation by the applicant. This provides us with an opportunity to use graphics and tell the story through a slide show rather than just a document.

You will learn the outcome of the proposal at the end.

Proposal for a Nature-Based Tourism Conference



Ashantilly Center was formed in the mid 1990s as an educational center.

Bill Haynes donated Ashantilly, his family home, and approximately 37 acres of land on Black Island Creek on the coast of Georgia.

Ashantilly Center, Inc., is a nonprofit - 501(c) (3), located in McIntosh County, GA, and on the web at:
<http://www.ashantilly.org/>.

Ashantilly History & the Connection to Nature

As a boy, Bill Haynes spent his days playing on the creek banks in front of his home.

He was fortunate to grow up under the beautiful oak and magnolia trees.

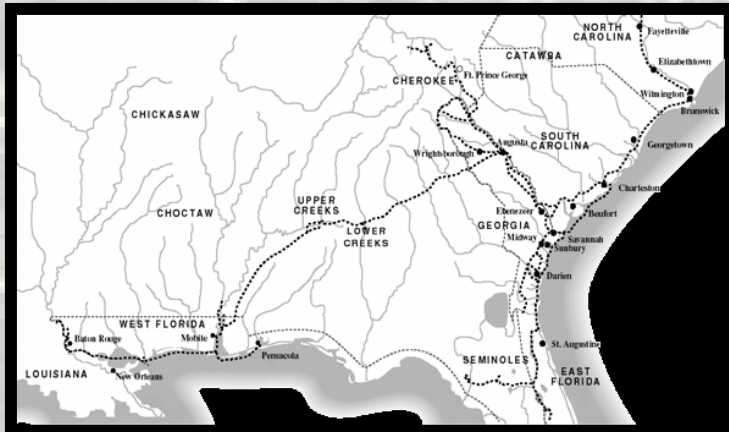


Haynes loved nature, the creeks and rivers of the coastal area, and enjoyed reading about the rich history of Georgia.

As an adult, Haynes was a founding member of the Bartram Trail Society of Georgia and worked tirelessly for many years to preserve the environment.

According to the official site of the Bartram Trail Conference, Inc., William Bartram was “America’s first native born naturalist/artist and the first author in the modern genre of writers who portrayed nature through personal experience as well as scientific observation.”

(<http://www.bartramtrail.org/>)



Bartram visited this part of Georgia and wrote about what he saw. He published a book, titled *Travels*, in 1791

(<http://www.bartramtrail.org/>).

Click the map above to learn more by visiting the [Bartram](#)

[Trail Conference](#) (source of image and information).

In 1970, Bill Haynes organized a grass-roots effort to fight a plan by the Army Corps of Engineers to channelize the Altamaha River.



Photo of the Altamaha River from

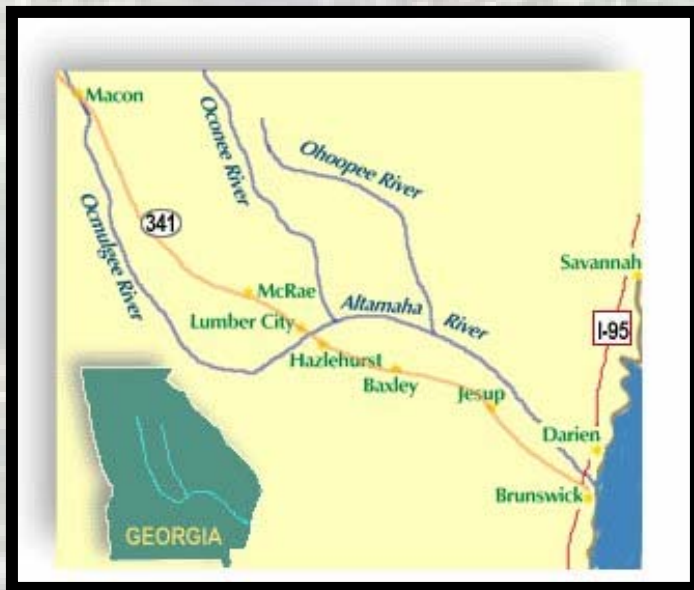
<http://www.altamahariver.net/>

Haynes, who was a printer by trade, designed an announcement of the meeting quoting William Bartram on the importance of the flora and fauna along the banks of the Altamaha River.

The Rally to Save the Altamaha was held in Darien near the mouth of the Altamaha River.

Haynes brought together commercial fishermen, crabbers, shrimpers and local residents who were concerned about the potential damage to the natural areas along the river.

This group managed to bring attention to the environmental problems that would arise from channelization* and the publicity killed the project.



Map of Altamaha River from
<http://www.altamahariver.net/>

[Read a brief explanation of channelization and the potential problems from Purdue University.](#)



In 1976 Haynes organized an event at the coast titled "Man and the Environment" as part of the Bicentennial Celebration.

Attendees heard speakers on ecology, the culture and history of Coastal Georgia and were taken on canoe rides on the river.

The published account of "Man and the Environment" includes a letter from Haynes to Georgia Governor George Busbee.

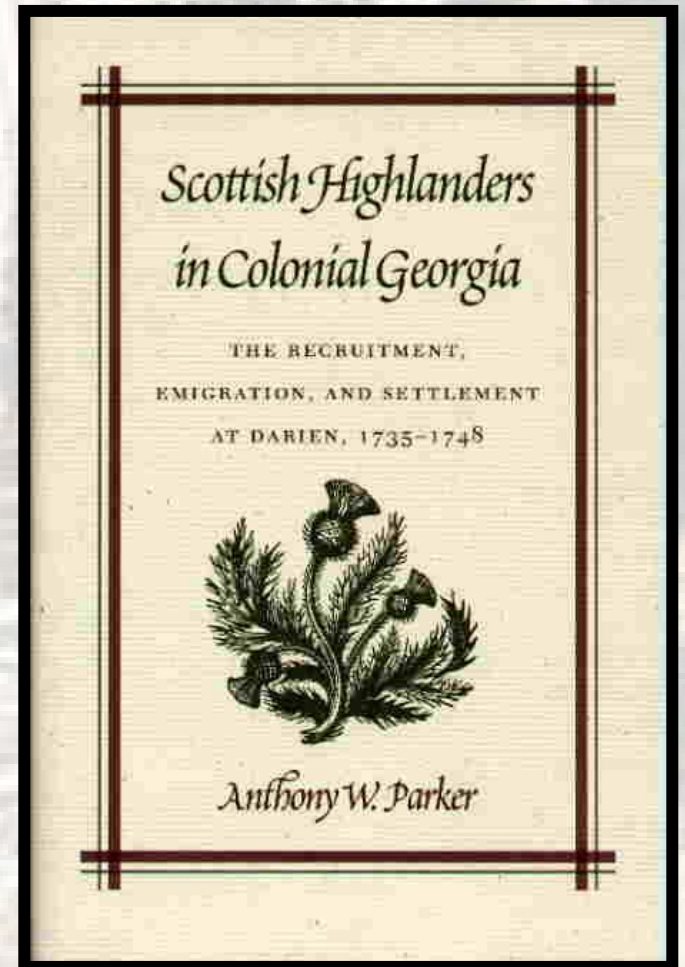
Haynes proposed that the Georgia Department of Natural Resources build a training center in McIntosh County to help local residents learn to make a living as tour guides.

The 1976 Haynes proposal suggested residents who grew up in the area fishing and hunting could earn a living by taking visitors on trips.

They could go out in boats and show them the natural beauty of rivers and creeks, and tell them about the role this area played in the settlement of our country.

Many residents of McIntosh County are descended from Scottish Highlanders who came to Colonial Georgia to defend the Southern Boarder from Spanish invasion.

Local families lament the fact that young people perceive that they have to move away to earn a good living.





[Map of Fort King George](#) printed by
Ashantilly Press

The Scottish Highlanders served at Fort King George on the banks of the Altamaha River near Darien, GA. The image to the left depicts the site as it was fortified in 1726 and is based on the original chart made by Colonel John Barnwell, who built the Fort in 1721.

The proposal by Haynes for tour guide training thirty years ago foretold what we know today as Nature-Based Tourism.

This beautiful print above was done by artist and award-winning printer, William G. "Bill" Haynes, Jr., in 1955. It is a limited edition silk screen print created by hand on cotton rag paper. It was the start of Ashantilly Press, a small private press that would produce many beautiful books, some with distinctive block-print illustrations created by Bill Haynes. This is typical of Haynes work because he brought together the things he felt strongly about, in this case artwork, printing and history.

Fact 1: The state of Georgia never built a training facility for tour guides.

Fact 2: Crabbers, Shrimpers, and Commercial Fishermen in Georgia are losing their livelihoods at alarming rates. Most believe this is because of diminishing catches that result from increased pollution and competition countries foreign bringing frozen seafood to the US at lower cost.

Fact 3: In the year 2005, tourism totaled \$28.2 billion in Georgia.

(According to a study by the Travel Industry Association of America reported by Georgia Travel News <http://www.georgia.org/Travel/>)

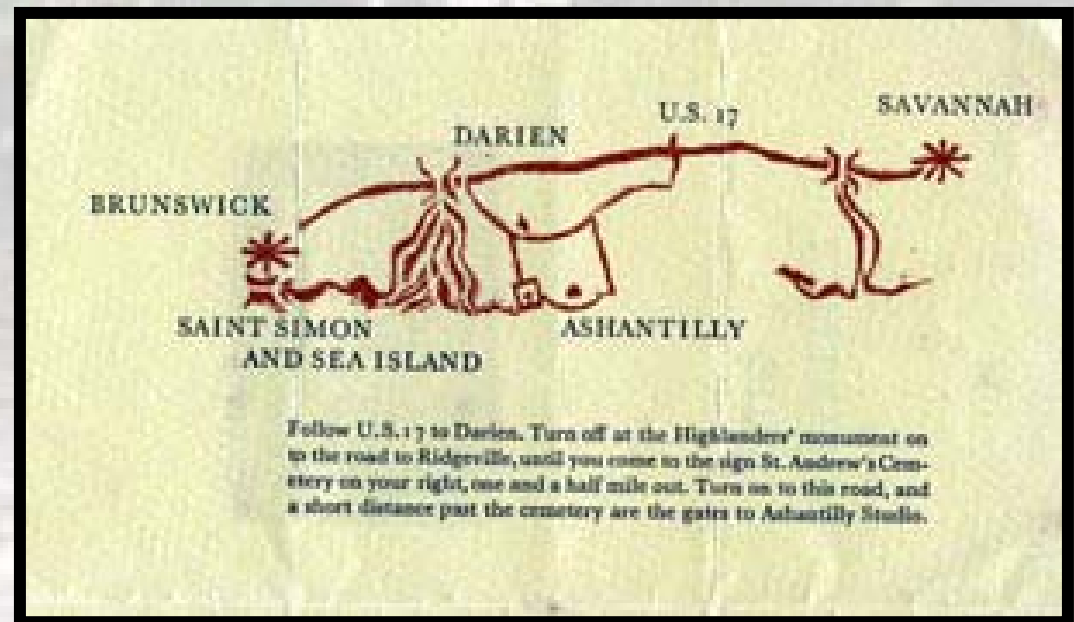
Fact 4: Bill Haynes donated his home because he believed in the people of Coastal Georgia and wanted them to have the training center. The organization he started is dedicated to seeing his vision fulfilled.

What better location for a center to train Nature-Based Tourism guides than the beautiful site overlooking the marshes, with an abundance of wildlife within view.

Proposal: Ashantilly Center will partner with the Coastal Georgia Soil & Water Conservation Council, The Nature Conservancy of Georgia, and The Altamaha Riverkeeper to hold a Conference to Promote Nature-Based Tourism

We hope this will be the first step to implementing the training center at Ashantilly, between Savannah and St. Simons Island on the Coast of Georgia.

The event will be held on the grounds of Ashantilly Center and will include speakers from Coastal Georgia and Florida who are recognized leaders in the Nature-Based Tourism industry and the education of tour guides.



Outcome of The Grant Proposal on Which this Example is Based

The project was funded by two grants. The advantage of this approach is that funding from each grant serves as “cash match” for the other grant.

(See the detailed listing of funding sources on the next slide.)

Disclaimers:

A – This is not the original slide show used for the proposal presentation (because I could not find that one, so I did a new one).

B – Some of the details are fictional or different from the presentation used for the actual proposal. Overall, the concept is the same...

Ashantilly Center, Inc., through the Coastal Soil & Water Conservation District, received a [Coastal Incentive Grant](#) from the [Coastal Resources Division of the Georgia Department of Natural Resources](#) for a Nature-Based Tourism Conference. The Coastal Incentive Grants are provided by the DNR with funding originating from the [National Oceanic and Atmospheric Administration](#).

Funding for the Nature-Based Tourism Conference was also provided to Ashantilly Center, Inc., by the [M. K. Pentecost Ecology Fund](#), administered by the [Savannah Presbytery](#).

If you get a little bit confused by the references above telling who gave the funding through whom (sometimes two or three times), do not feel bad. It is confusing!

For more detailed information on grant funding, see the Ashantilly Center web site at: <http://www.ashantilly.org/grants.htm>