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Drawing on the authors' extensive experience of obtaining resources from both public and private funding sources, this step-by-step guide demystifies the development and writing of a successful grant proposal. Whether it's writing a proposal, motivating employees, or reaching out to customers, the Perfect Phrases series has the tools you need for precise, effective communication. Distilling complex ideas into specific phrases that diplomatically and honestly depict the concepts at hand, this invaluable series provides: The best techniques to communicate messages and goals in business letters and proposals Tips for bringing out the best in every employee in every business Dialogues and scripts to practice interactions with customers or employees—tailorable to any industry or company culture Phrases for each step of the sales process This is a "must-have" for anyone who desires to effectively and successfully sell their products, projects, ideas or services. The new edition has been revised and expanded to include detailed coverage of the current methods and procedures required by the government and used by commercial companies for bid preparation; the latest applications for identifying and tracking fund sources; new desktop publishing techniques for rapid proposal preparation along with available software; and storyboarding methods. The concept of "straight-line" control is presented for the first time and a complete case study provided to illustrate how to evolve a proposal from development through strategic marketing planning. The second edition of Martin's practical text continues to provide a solid grounding of financial management for human services and social work students and professionals, while maintaining a concise and approachable style. Starting with a foundation of the basics of financial management, a comprehensive overview includes topics such as budgeting systems; financial accounting and the interpretation and analysis of financial statements; performance measures; forecasting of revenues, expenses, and caseloads; fee setting; government contracts and grants; fund development; risk management; and auditing. Readers apply the concepts, principles, and tools introduced in each chapter through case studies and exercises that encourage mastery of the content in real-world situations. A proposal to designate the Ka Iwi shoreline on the island of Oahu as a unit of the national park system. Following in the tradition of its previous editions, the updated and fully revised fifth edition of this classic guide to grant writing is especially written for health and human service professionals. It provides a comprehensive, systematic, and easy-to-follow, step-wise guide to writing competitive grant proposals for research, education, innovative practices and demonstration projects. Never has the need to advance evidence to improve the health of the public been greater. Generating evidence requires funding and grant writing has become an essential activity for every health and human service professional who must seek funds to advance innovative research, education and practice initiatives. Uniquely focused on developing grant-writing skills as part of a professional's career, this one-of-a-kind guide addresses the full range of essential competencies needed to assure success. The new edition expands coverage on how to compose an effective aims page, how to write a compelling literature review to support significance of a proposal, and describes considerations for specific types of study designs. Additionally, the guide provides a more extensive discussion of mentorship, plus tips for pre-doctoral students and post-doctoral fellows. New to the Fifth Edition: Spotlights important new trends that can make or break grant success Features Professional

Spotlights reflecting the experiences and advice from successful grant writers – from novice to expert Highlights special considerations for pre-doctoral students and post-doctoral fellows Examines how to write an effective grant application for specific types of study designs Explains how to craft compelling statements about significance and innovation Provides guidelines on mentorship Covers ways to manage post-award activities and offers strategies and templates for documenting grant progress Key Features: Key summary points in every chapter Case examples throughout Strategies for managing a grant writing team and post-award activities Considerations in building a grant writing career and matching your level of experience to funding mechanisms Testimonies from novices and experts describing their unique grant writing experiences The updated Fifth Edition of the best-selling Proposal Writing: Effective Grantsmanship for Funding offers a fresh, robust presentation of the basics of program design and proposal writing for community services funding. Authors Soraya M. Coley and Cynthia A. Scheinberg help readers develop the knowledge they need to understand community agencies, identify and describe community needs, identify funding sources, develop a viable program evaluation, prepare a simple line-item budget, and write a compelling need statement. The jargon-free, step-by-step presentation makes the book as useful to students in the university classroom as to first-time grant writers in the nonprofit setting.

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