



MENDOZA COLLEGE OF BUSINESS

Nonprofit Certificate Education

Creating a Professional Grant Proposal

November 1-3, 2017

21c Museum Hotel
221 2nd Ave. N.
Nashville, TN 37201



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Mendoza College of Business

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Wednesday, November 1, 2017

All sessions will be in the Main Gallery

8:00 - 9:00 AM | [Registration and Breakfast in Gallery One](#)

9:00 AM - 4:00 PM | [80 Percent Preparation—Understanding the Groundwork Needed to Write a Winning Proposal](#)

Presenter: Dr. Lilya Wagner, Philanthropic Service for Institutions

Writing a funding proposal is both an art and a science, and a thoughtful skill to acquire. In this session we will learn the various steps of the process and also engage in exercises that will be applicable to your work, beginning with how to research for potential donors who will require a funding request in proposal form. Next we will learn how to make a case in writing and develop a plan for your proposal. The day will culminate with an exercise on how to make the first approach to the potential donor.



Lilya Wagner is director of Philanthropic Service for Institutions, a consulting office for faith-based institutions. From 2005-2008, Lilya was vice president for Philanthropy at Counterpart International in Washington, D.C., an international development organization that provides a variety of services and projects in many countries. Prior to joining Counterpart, Lilya completed 14 years of association with the Center on Philanthropy at Indiana University (now the Lilly Family School of Philanthropy), serving as associate director for public service and director of the Women's Philanthropy Institute. There, she developed and managed projects and programs, such as the Philanthropic Ambassadors and the

Hispanic Stewardship Development Partnership. Lilya has done training, speaking and consulting in more than 60 countries. Her published writings include articles and book chapters on philanthropy, fundraising and the nonprofit sector, along with books and numerous articles on a variety of general interest and professional topics. Some of her books include: *Careers in Fundraising*, *Leading Up: Transformational Leadership for Fundraisers*, and *Women War Correspondents of World War II*. A recently released volume on the effects of culture, traditions, nationalities, and religion on generosity and philanthropy, *Diversity and Philanthropy: Expanding the Circle of Giving*, was published by Praeger Publishers. This book reflects Lilya's own background as a refugee and immigrant, her extensive global work through the Lilly Family School of Philanthropy as well as other organizations that have engaged her as a consultant or trainer, and her interest in cultural differences and how these enrich civil society.

10:30 - 10:45 AM | [Break](#)

12:00 - 1:00 PM | [Lunch will be in Gallery One](#)

2:30 - 2:45 PM | [Break](#)

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Thursday, November 2, 2017

8:00 - 9:00 AM | Breakfast will be in Gallery One

9:00 AM - 11:30 AM | **The Winning Proposal—Putting the Pieces Together**

In this session we will focus on hands-on experience in creating each part of the proposal, culminating in a draft of the written document. Besides the practical application during this session, other relevant topics will include the review process, suggestions for writing the proposal, and will culminate with a proposal letter.

10:30 - 10:45 AM | Break

12:00 - 1:00 PM | Lunch will be in Gallery One

2:30 - 2:45 PM | Break

Friday, November 3, 2017

8:00 - 9:00 AM | Breakfast will be in Gallery One

9:00 - 11:30 AM | **Submitting the Proposal, Follow-up and Evaluation of a Proposal**

In this session we will include discussion on critical factors and possible pitfalls regarding the right match between the organization and the prospective donor, tips for how to write the formal document, customizing the content and meeting the demands of the donor, and the various formats ranging from proposal letters to full-blown comprehensive and complex documents. Examples will be provided and there will be time for discussion.

10:30 - 10:45 AM | Break

11:30 AM - 12:00 PM | **Grand Announcement and Program Wrap-up**

