



FINISH THE YEAR **STRONG...** WITH TRAINING FOR A SUCCESSFUL **2026!**

REAL Nonprofit Storytelling Training

Prepare for Impact

If I Hear “Leverage” One More Time...



From SWOT to Swoon

Cost Per Unit of Service Solved



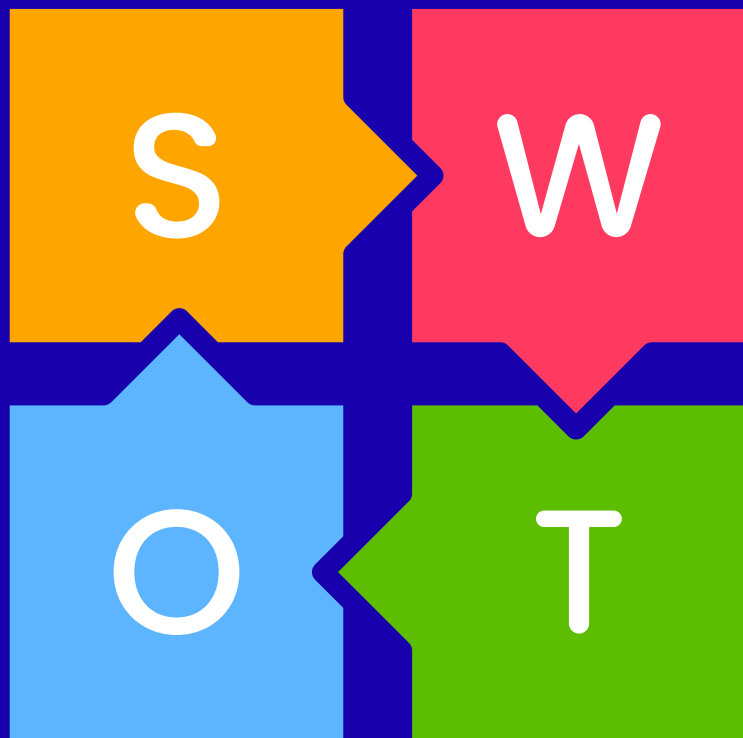
90-minute workshop
Thurs., Nov. 20, 2025
10 AM - 12 Noon EST
Online, interactive format
LIMITED SPOTS -
[Register NOW](#)



PREPARE for IMPACT! Isn't that what we do daily in our nonprofits – literally and metaphorically?

Even though every day is about impact, figuring out how to talk about it is difficult for many nonprofit professionals. What to measure, how to track it, and then to effectively frame the information in grant proposals, on the website, for the community, to partners, through fundraising messages, and more can be daunting and time-consuming.





FROM SWOT TO SWOON:

USING YOUR SWOT ANALYSIS IN GRANTOR, DONOR, LEADERSHIP, AND BOARD MESSAGING

2-hr workshop

Tues., Dec. 2, 2025

10 AM - 12 Noon EST

Online, interactive format

LIMITED SPOTS - [Register NOW](#)

Your SWOT Analysis is just a few clicks away from being the narratives that secure grants, major gifts, community partners, even board members and volunteers!

During the workshop, you will develop a SWOT Analysis; then turn your nonprofit's Strengths, Weaknesses, Opportunities, and Threats into compelling, comprehensive talking points in a few easy steps.





**IF I HEAR "LEVERAGE" ONE
MORE TIME....**

90-minute workshop

Wed., Dec. 10, 2025

10 AM - 12 Noon EST

Online, interactive format

LIMITED SPOTS -

[Register NOW](#)

Besides the word "storytelling," its buddy "leverage" gets the eye-roll almost as often in the nonprofit world!

However, leveraging is crucial for your organization or project if you want to be around a year or ten years from now! And understanding how (and where), when, and why to leverage partnerships is key.

Different aspects of your organization generate varying partnerships. Not all are created equal, nor are all leveraged exactly the same.





COST PER UNIT OF SERVICE SOLVED

2-hr workshop

Tues., Dec. 16, 2025

1 pm - 2:30 pm EST

Online, interactive format

LIMITED SPOTS - [Register NOW](#)

Cost Per Unit of Service (CPUS) might be your new best friend, and not one of those high-maintenance friends that take up a lot of time or cause you quiet frustration!

Many nonprofit professionals think they need to be math majors or quantitative geniuses to be able to confidently calculate or talk about how much it really costs - uh, what a funder's support can do - to accomplish the mission.



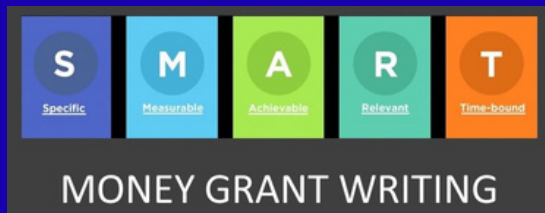
REAL Nonprofit Storytelling Training

2-hr workshop
Fri., Jan., 23, 2026
10 AM - 12 Noon EST
Online, interactive format
LIMITED SPOTS -
[Register NOW](#)

If you're tired of hearing that you need to be storytelling, but no one tells you HOW, this is your workshop. Hands-on training, tailored examples, and time to understand HOW the story really comes together.

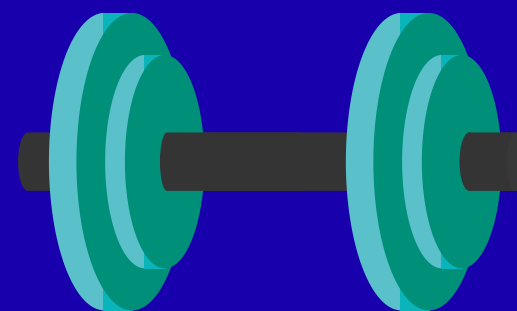
Join us online with limited attendees to allow for plenty of questions and trying it on your own. You don't have to channel Hemingway to develop a great story that hits all the intended marks.





STRENGTHEN YOUR GRANTS PROGRAM: SMART MONEY GRANT WRITING'S TRAINING SERIES OFFERS CONTENT AND TIPS FOUND NOWHERE ELSE!

Limited attendees to maximize 1:1
time within the group!



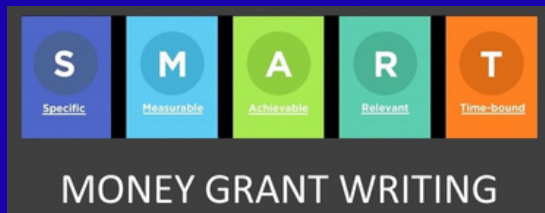
KNUGGETS OF KNOWLEDGE NO
OTHER TRAINING PROVIDES!



Budget-conscious pricing!

MORE THAN 2,300 NONPROFIT
PROFESSIONALS TRAINED!





SMART MONEY GRANT WRITING'S ATTENDEES SAY...

"I gained knowledge that changed the way we think about funding and going after grants from this book. I was able to pass along great ideas to our Executive Director and Finance Committee of our Board. Capacity building is no longer a myth or unattainable."
-Cyndi W.

"...Tarra is very mindful in her approach to grant writing and training, and now about capacity building." -Jim B.

"[The] SMART Money Grant Writing training series doesn't just give you checklists or tell you what you should be doing. It explains HOW to do it and do it right." -Holly M.

"Excellent advice with keen insights. THANKS for sharing this information with executives and leaders in the Nonprofit Sector!"
-Dean P.



FIND MORE TIPS ON GREAT GRANT WRITING AND YEAR- END FUNDRAISING AT:

SMARTMoneyGrantWriting.com



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