

# Channel A Zen-like State of Flow **BEFORE STRUCTURING YOUR GRANT PROPOSAL**



NXT WAVE FOUNDERS

\*\*\*UPWARD MOBILITY FOR ALL\*\*\*

12/15/2021

[www.nxtwavefounders.com](http://www.nxtwavefounders.com)

# INTRO

## Purpose



For nonprofit organizations, and first time entrepreneurs and small business owners starting a program or business is likely to involve submitting a grant proposal or pitching to a potential funder as part of a stressful competitive process. We know the work involved and the struggle in funding your idea, project or business. We have been there! We have walked in your shoes many times.

Thank you for picking up this simple guide incorporating the feedback of 320 responses surveyed after the December 3, 2021 webinar (<https://bit.ly/3DMJevj>). You talked. We listened. There is more in our minds we need to take care of before we begin structuring a proposal.



Taking a step toward increasing your capacity in this struggle is awesome. As we enter a New Year, it is more important than ever to develop our skills and knowledge to better serve our communities and our constituents. We hope you find this small token of appreciation for your support helpful and follow us in 2022 to overcome the struggle together.

Yours in the struggle,  
Your friends at Nxt Wave Founders.

# HOW TO WIN BIG CHANNELING A ZEN-LIKE STATE OF FLOW



## GET IN. GET OUT

**It only takes 30'.**

Use the sole power of your own imagination to construct an immersed state of mind throughout the entire body by focusing on all of your five senses — vision, taste, sound, smell, and touch. Build images in the mind of what you really, really, really want. Think of it as a much more amplified version of being successful constructed from memory, then noticing how much joy you feel for achieving your goal. Your mind and body are connecting over an image composed in your head that has touched each of your senses. Then, magic happens. There are many ways to make magic and we hope you join us to learn more. Shall we begin?



NXT WAVE FOUNDERS

\*\*\*UPWARD MOBILITY FOR ALL\*\*\*

[www.nxtwavefounders.com](http://www.nxtwavefounders.com)



# Pre-Training Assessment

For Non-Profits, Seed Entrepreneurs and Small Business Owners



What are your most notable accomplishments in your organization?



Who or what inspired your project or business?



What are the success and failures experienced in grant writing or pitch presentation?



What did you learn from the experience?





## CHECK THE PULSE



My First  
Key Learning  
Objective is

, , ,

Think about  
what knowledge  
and skills you  
would like to  
acquire to  
submit a  
proposal

Think about  
it and write  
it down , , ,



My Second  
Key Learning  
Objective is

, , ,

### Before The Writing Begins

There is some work to be done. You must know as much as possible about your target group, the intended project and potential funders. You must also make sure that your project matches the interests of a prospective funder. There are many places to search for grants. The two major sources are the private sector — comprised of foundations and corporations — and the public sector — formed by federal, state and local government sources.

#### PRIVATE SECTOR FUNDING

Grant funds secured from a foundation, corporation or other for-profit entity.

#### PUBLIC SECTOR FUNDING

Grant funds secured from federal, state or local governmental source.

#### PROJECT

A planned undertaking or organized set of services designed to achieve specific outcomes that begin and end within the grant period (a successful project may become an ongoing program).

#### GRANT

An award of funds made to an organization as a result of an approved proposal.

# Major Differences Between Private and Public-Sector Grant Proposals

## Private-Sector Proposals:

- ✓ Are relatively short.
- ✓ Are relatively uncomplicated.
- ✓ May be developed using an letter of inquiry (LOI) or other abbreviated format.

## Public-Sector Proposals:

- ✓ Are lengthier.
- ✓ Are more complex and detailed.
- ✓ Are written in response to an Request For Proposal (RFP) or Notice of Funding Availability (NOFA).



## HOW TO ASSESS YOUR PROPOSAL IDEA





## TO FUND YOUR IDEA OR PROJECT YOU NEED MONEY TO PAY FOR THE COSTS OF EXECUTING.

In a grant proposal, revenues are usually projected or estimated.

## Needs Assessment

But before you ask for money, you need to do a systematic appraisal of the available services and/or gaps in services within a defined community at a particular point in-time.

## LEARN HOW YOUR FUNDER PREFERS TO BE APPROACHED.

### LETTER OF INQUIRY (LOI)

An initial approach to a funder. Sometimes the LOI is the only document sent to a funder; sometimes it precedes a full proposal.

### NOTIFICATION OF FUNDING AVAILABILITY (NOFA)

The announcement that a funding program is open. It includes information on area of interest and eligibility.



### GRANT PROPOSAL

The end product of the grant-writing process.

## WHAT WE WANT YOU TO KNOW

From professional athletes and dancers to everyday humans, research shows that visualization has impacted physical performance in a variety of circumstances. In a Loyola Marymount University study, dancers were able to improve their jumping height by looking at imagery and imagining their “whole body is a spring.” Another study focused on everyday people found that, while people who went to the gym increased their muscle strength by 30 percent, those who simply visualized their workouts increased theirs by 13.5 percent — nearly half as much.

Ultimately, your body and mind are a whole, and training the mind will have strong effects on what you as a whole can achieve. It is time we train our minds to change perspectives and democratize funding opportunities for more people regardless geography or income. It may be easier than you think.



# THANK YOU, AND WE LOOK FORWARD TO WORKING WITH YOU.

## PARTICIPATE IN OUR RESEARCH STUDY

Channeling a Zen-Like State  
of Flow in Grant Writing.

Learn more:

[www.nxtwavefounders.com](http://www.nxtwavefounders.com)



## WINTER BOOTCAMP AND COHORT

Learn More:

<https://nxtwavefounders.com/funding>



NXT WAVE FOUNDERS  
\*\*\*UPWARD MOBILITY FOR ALL\*\*\*

## SPRINT RETREAT

COMING SOON

**HELP US  
CO-  
CREATE  
THE NXT  
WAVE  
FOUNDER.**

Every bit counts.  
PLEDGE NOW:



<https://www.pledge.to/healingcollective>

[www.nxtwavefounders.com](http://www.nxtwavefounders.com)