

Grant Writing + Storytelling

E-book summary

Grant Writing + Storytelling is a practical guide that helps Social Sector Organizations, foundations, NGOs, consultants, community leaders, and teams working for social impact turn a valuable idea into a clear, coherent, fundable core proposal.

The e-book is based on one central idea:

A worthy cause is not enough. You need to turn it into a proposal a donor can understand, assess, and consider funding.

Many organizations have important projects, field experience, and powerful stories, yet struggle to present their ideas clearly. The problem may be poorly defined, evidence scattered, or activities disconnected from results. The proposal may sound overly technical, generic, or poorly aligned with the donor.

The e-book helps close that gap by combining two skills:

- Grant writing: Structuring an idea for change as a social investment opportunity.
- Storytelling: Presenting the project in a human, clear, strategic way without losing rigor.

This is a book for practical work, not passive reading. Each section produces a specific component that informs the next, leading to a core proposal ready to adapt to a funding call, a concept note, or a conversation with donors.

1. The problem this e-book addresses

The main problem this e-book addresses is that many good ideas fail to secure funding because they are poorly structured or communicated.

The cause itself may be valid, urgent, and important. The difficulty is often that the proposal fails to show this.

This happens when:

- The organization has an important cause but has not defined a specific problem.
- The proposal starts with activities before explaining the need.
- The text uses technical, generic, or difficult language.
- A strong human story is not connected to evidence.
- Data is disorganized or is not used to support the proposal.
- Objectives are written as activities.
- Results do not clearly describe what will change.
- Sustainability is mentioned without a practical plan.
- The proposal focuses more on the organization's perspective than on the donor's priorities.

The e-book helps readers move from a broad idea such as:

"We want to support women entrepreneurs."

To a problem statement that provides a stronger basis for funding:

"Rural women entrepreneurs struggle to sustain and grow their small businesses because they have limited access to practical financial training, technical support, and business networks."

That distinction matters. A cause inspires people; a clearly defined problem provides the basis for a fundable proposal.

2. What you will build

By the end of the process, readers should have a Core Project Proposal.

It will not be perfect or ready to send to any donor without adjustments. It will, however, be a clear, organized foundation that is much stronger than an undeveloped idea.

The final product includes:

Deliverable	Status
Initial project assessment	☐ Complete
Clearly written problem statement suitable for donor support	☐ Complete
Basic proposal map	☐ Complete
Strategic project story	☐ Complete
Coherence chain and IGROW structure	☐ Complete
Core draft in eight modules	☐ Complete
Initial adaptation to the donor	☐ Complete
Three-minute pitch	☐ Complete

These deliverables help readers move beyond understanding proposal development to completing a first concrete version of their project.

3. How IGROW guides the process

IGROW organizes the process. It helps readers think before writing and develop each part of the proposal with a clear purpose.

IGROW stage	How it applies in this e-book
I — Issue / Intention	Defines the actual problem the proposal needs to address.
G — Goal	Specifies the concrete change the project aims to achieve.
R — Reality	Reviews the available evidence and current gaps.
O — Options	Provides tools to build a coherent strategy.
W — Way Forward	Ends each section with an exercise and a clear next step.

In this e-book, IGROW is a simple way to organize the proposal before writing it, avoiding repetition, improvised content, and a document without clear direction.

4. What this e-book promises

Grant Writing + Storytelling does not guarantee funding. The e-book is explicit: no credible resources can promise that a proposal will be funded.

It does promise that, by the end of the process, the proposal will have fewer weaknesses in its design and presentation that could lead to rejection.

The main shift is from saying:

“We have a worthy cause and need support.”

To say:

“We have a clear problem, a coherent strategy, initial evidence, expected results, and a core proposal ready to adapt.”

In summary:

Grant Writing + Storytelling helps turn an idea for social impact into a logical, human, fundable core proposal.

The aim is to write better, with clarity, evidence, structure, narrative, and purpose—not simply to write more.