

**Strength-Based Grant Writing for Non-Profit  
Organizations**

**with Alice Ruhnke and Trish Hatfield  
Sponsored by Volunteer West Virginia**

**Wednesday, November 2, 2011 – Friday November 4,  
2011**

This three day, hands-on, intensive workshop will help aspiring and experienced grant writers approach grant writing from a strength-based perspective. One of the key differences between strength-based grant writing and more traditional approaches is that strength-based grant writing fosters a larger community of participants to generate and support the outcomes. Strength-based grant writing seeks collaboration, shared understanding, and commitment to action by the organization and the larger community in identifying opportunities for change and new direction.

We will be asking questions such as:

- What are our organization's strengths? What can we build on? What makes us unique?  
How do we use our strengths to get results?
- What are our stakeholders asking for? How can we reframe challenges to be seen as exciting opportunities? What new skills do we need to move forward?
- What do we care deeply about? What do we want more of? What strategic initiatives would support our aspirations?
- What meaningful measures would indicate that we are on track to achieving our goals?  
What resources are needed to implement our most vital projects?

Topics: Introduction to Appreciative Inquiry and Strength-Based Approaches – Developing Grant Applications with the Ability to SOAAR (Strengths, Opportunities, Aspirations, Approaches, and Results) – Finding Funding Sources – Working with Foundations, Government, Corporations – Budgets - Pulling It All Together

About Your Instructors:

Alice Ruhnke is the founder and chief operating officer of The Grant Advantage. She works with nonprofit organizations to help them increase their organizational capacity and secure funding.

[www.thegrantadvantage.net](http://www.thegrantadvantage.net)

**Trish Hatfield**, president of **CharacterEthics**, helps people build skills, co-create solutions, and explore tough issues that lead to better performance as individuals and communities.

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

Registration Fee: \$175

Registration details and registration form are attached.

Questions? Contact: Moya Doneghy at 304-559-0111 or [moya.doneghy@wv.gov](mailto:moya.doneghy@wv.gov)

*Moya Doneghy*

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**Strength-Based Grant Writing**  
**November 2-4, 2011**  
**Priest Field Pastoral Center, Kearneysville**

Volunteer West Virginia is pleased to bring a new training to the area. Strength-Based Grant Writing is intended to help build new capacity for nonprofit organizations. During the three-day training, participants will learn the nuts and bolts of preparing a grant proposal while being guided through a process that focuses on strengths and seeks to include stakeholders throughout the entire grant writing process.

At the end of this training, participants will not only understand all the components of a grant application from needs statement to budget narrative, but will also have a new way of looking appreciatively at what works in their organization.

This three day, hands-on, intensive workshop will help aspiring and experienced grant writers approach grant writing from a strength-based perspective. Strength-based grant writing seeks collaboration, shared understanding, and commitment to action by the organization and the larger community in identifying opportunities for change and new direction.

We will be asking questions such as:

- What are our organization's strengths? What can we build on? What makes us unique?  
How do we use our strengths to get results?
- What are our stakeholders asking for? How can we reframe challenges to be seen as exciting opportunities? What new skills do we need to move forward?
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- What meaningful measures would indicate that we are on track to achieving our goals?  
What resources are needed to implement our most vital projects?

### **Cost**

There is a \$175 registration fee per person. This fee covers the materials and lunch and breaks each day. Please make checks payable to **Volunteer West Virginia** and include with your completed registration. If you need an invoice, please let us know. **Registration is limited to the first 50 people.**

### **Lodging and additional meals**

At the request of Priest Field Pastoral Center, all lodging rooms, breakfasts and dinners must be reserved and paid for with your registration.

The cost of a single room is \$49 per night. The cost of a double room is \$36 **per person** per night (\$72 total). Breakfast is \$8.50 and dinner is \$17.50. There is a 24 hour coffee and tea service available in the lower lobby.

### **Instructors**

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## November 2, 2011



- 10:00 Welcome and Introductions
- 10:35 Review Agenda and Learning Objectives
- 10:40 Experience Appreciative Inquiry
- 11:50 “Celebrate What’s Right with the World”
- 12:30 Lunch
- 1:30 Introduction to **SOAAR**
- 1:45 **Strengths**/Background
- 3:15 Break
- 3:30 Community Assets and Partnerships
- 4:30 Wrap Up Day 1

## November 3, 2011



- 9:00 Welcome Back and Review
- 9:20 Appreciative Inquiry into **Opportunities, Aspirations, Approach, and Results**
- 10:20 **Opportunities**/Needs  
(Break Somewhere)
- 11:35 **Aspirations**/Goals and Objectives  
(Part 1)
- 12:30 Lunch
- 1:15 **Aspirations**/Goals and Objectives  
(Part 2)
- 1:40 **Approach**
- 3:10 “Walk-About Talk-About” Break
- 3:30 **Results**/Evaluation
- 4:30 Wrap Up Day 2

Strength-Based (SOAAR)	Traditional Language	Answers the Question...
Strengths	Background	Are you a credible organization that can achieve its objectives?
Opportunities	Need	What are the issues individuals in your community are struggling to overcome?
Aspirations	Goals and Objectives	What are the benefits or changes for program participants during or after participating in program activities?
Approach	Approach	What will you do to accomplish your goals and objectives?
Results	Evaluation	How will you measure: (1) your goals and objectives; and (2) what you did?

## November 4, 2011



- 9:00 Welcome Back and Review
- 9:15 Budgets and Sustainability
- 10:00 Pulling It All Together
- 10:20 Break
- 10:30 Finding Funds
- 11:30 Working with Funders
- 12:00 Wrap Up and Final Evaluation