

2-HOUR INTERACTIVE WORKSHOP

Grant Writing From Grant Ready to Grant Funded

A clear, practical foundation for writing stronger proposals and building an organization that is ready to receive and manage funding.

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Today's Training Flow

We start with readiness before we ever start writing.

01 Grant Ready

Mission, structure, finances, documentation

02 Grant Landscape

Types of funders and funding pathways

03 Right Fit

Mission + need + funder priority + eligibility

04 Break Down the Grant

Guidelines, deadlines, scoring, attachments

05 Build the Proposal

Need, plan, outcomes, budget, evaluation

06 Submit & Manage

Final review, award, reporting, compliance

Core message: grants reward readiness, clarity, alignment, and accountability.

FIRST THINGS FIRST

Are You Grant Ready?

Before you look for funding, make sure your business or nonprofit can responsibly receive, manage, document, and report funding.

- Legal status and leadership structure
- Clear mission, services, and target population
- Financial systems, budget, and controls
- Policies, procedures, and documentation
- Outcomes, data, and impact tracking
- Capacity to manage funds and reporting

If someone gave you \$100,000 tomorrow, could you manage it and prove impact?



Understanding the Grant Landscape

Grants are one funding tool, not the whole funding strategy.

01

Government
grants

02

Foundation
grants

03

Corporate
grants

04

Community/local
funding

05

Business & nonprofit
opportunities

Restricted funding tells you exactly how funds may be used. Unrestricted funding gives more flexibility.

The goal is not to chase every grant. The goal is to find grants aligned with your mission and capacity.

Finding the RIGHT Grant

A strong grant begins with strong alignment.

YOUR NEED

What problem are you solving?

FUNDER PRIORITY

What does the funder care about?

POTENTIAL GRANT FIT

YOUR MISSION

Does this fit your purpose?

ELIGIBILITY

Can you actually apply?

Walk away when the money pulls you outside your mission, capacity, or values.



READ BEFORE YOU WRITE

Break Down the Grant

- Eligibility requirements
- Funding priorities
- Allowable and unallowable expenses
- Application questions
- Scoring criteria
- Attachments, approvals, and deadline

Golden Rule: read the entire grant before you begin writing.

Building a Strong Grant Proposal

Every section should connect to the same clear plan.

01 Organization

Who are you and why can you do this?

02 Need

What problem exists and who is impacted?

03 Project Plan

What will you do, when, and with whom?

04 Outcomes

What will change because of this work?

05 Evaluation

How will you measure and report progress?

06 Budget

What will it cost and why is it reasonable?

A funder should clearly understand the problem, your solution, who benefits, what it costs, and how success will be measured.

TELL THE STORY + SHOW THE EVIDENCE

Compelling, Credible, Clear

The best proposals use human impact to create connection and data to establish credibility.

01

Make the need real

Use clear examples and community context.

02

Support it with data

Use current numbers, trends, and service evidence.

03

Write to the funder

Mirror priorities without losing your mission.



Before You Hit SUBMIT

The final review protects your proposal.

Compliance

- Follow every instruction
- Check scoring criteria
- Match budget to narrative
- Proofread for clarity
- Confirm required attachments

Submission

- Secure signatures/approvals
- Verify format and file names
- Submit before the deadline
- Save a complete copy
- Prepare for next steps

Late is late. Incomplete is incomplete. Follow the grant exactly.



AFTER SUBMISSION

Grant Management Starts Now

Track expenditures

Document services and outcomes

Meet reporting deadlines

Maintain funder relationship

Learn from award or denial

Winning the grant is only the beginning.

The Grant Funding Roadmap

Don't just become good at writing grants. Build an organization that is ready to receive, manage, and demonstrate impact.

GET READY

FIND THE FIT

READ

PLAN

WRITE

REVIEW

SUBMIT

MANAGE

REPORT

Final Reflection

What is one readiness step your organization needs to strengthen before pursuing funding?

Q&A

Questions • Reflections • Next Steps

What questions do you have about becoming grant ready, finding the right opportunity, or writing a strong proposal?



Fundraising Strategies Workshop

Actionable tools for events, online giving, donor relationships, and campaigns that move from ideas to income.

For nonprofits, businesses, churches, and community organizations

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Today's Roadmap

By the end, participants should be able to map a campaign, select useful tools, strengthen donor follow-up, and build next steps for small or large fundraising efforts.

1

Set the Foundation

Purpose, case, audience,
goal

2

Plan the Experience

Events, sponsorships,
budget, timeline

3

Fundraise Online

Donation pages, email,
QR, social, peer-to-peer

4

Manage Relationships

Donor cycle, CRM habits,
stewardship

5

Build the Campaign

Small vs large strategy,
dashboard, 30-day action
plan

Core idea: people do not give because you need money - they give because they believe their gift can help make something meaningful happen.

Fundraising Starts Before the Ask

The 4-Part Fundraising Foundation

MISSION

What are we called to do?

CASE

Why does this matter now?

AUDIENCE

Who already cares or should care?

GOAL

What amount, by when, for what purpose?

Pause-and-check question

If someone asks, "What are you raising money for and why should I care?" can your team answer in 30 seconds?



Small Campaigns vs. Large Campaigns

Campaign size changes the timeline, staffing, messaging, budget discipline, and donor approach.

Small Campaigns

Often fast, focused, and relational. Best for urgent needs, small projects, supplies, program gaps, community asks, and giving days. Success depends on a clear story, simple goal, easy payment options, and direct follow-up.

Large Campaigns

Require deeper planning, leadership alignment, donor segmentation, major prospects, campaign committee roles, and a longer stewardship plan. Success depends on a strong case, credible budget, visible milestones, and disciplined relationship management.

Rule of thumb: the bigger the goal, the more important your relationship plan becomes.

Event Planning: Purpose Before Party



An event is not automatically a fundraiser.

- What is the fundraising goal?
- Who is the target audience?
- What is the revenue mix?
- What is the real event cost?
- What follow-up happens after?

Design the event to build relationships, not just fill seats.

Event Profit Formula

A beautiful event can still lose money. Build the budget before you build the room.



Activity prompt: Name one event you have done or want to do. What are the 3 largest expenses and the 3 strongest revenue opportunities?

Online Fundraising

Make giving simple, mobile-friendly, and easy to share.



The Online Giving Setup

Donation Page

Clear goal, short story, secure giving, recurring option, impact amounts.

Traffic Plan

Email, social, text, QR code, partners, ambassadors, event signage.

Thank-You Flow

Immediate receipt, personal gratitude, impact update, invitation to stay connected.

Data Capture

Name, email, phone, source, giving amount, interests, follow-up notes.

Do not make the donor work hard to give.



Choosing an Online Platform

The best platform is not always the fanciest one. Choose the tool your team can use consistently.

Ease

Can donors give in under 2 minutes? Is the mobile experience clean?

Fees

What are platform fees, processing fees, and payout timelines?

Data

Can you export donor data and integrate with your contact system?

Features

Recurring gifts, peer-to-peer, event tickets, QR links, matching gifts, receipts.

Trust

Secure payments, clear branding, donor receipts, privacy practices.

Support

Is setup simple? Can someone help when something breaks?

Platform decisions are fundraising decisions because the tool shapes the donor experience.

Online Donor Platforms to Explore

Fundraising Strategies Workshop

Compare fees • features • donor experience

Zeffy

Great for fee-conscious nonprofits

- Donation forms, events, tickets, auctions, peer-to-peer
- Advertises zero platform, transaction, and credit card fees
- Includes donor management / CRM tools

Donorbox

Strong donation form + recurring giving option

- Donation forms, fundraising pages, crowdfunding
- Recurring gifts, memberships, events, and peer-to-peer tools
- Watch platform and processing fees by feature/plan

Givebutter

Flexible campaigns, events, and CRM

- Donation forms, pages, events, auctions, widgets, mobile app
- Optional donor tips can support free tools
- Good for supporter engagement and campaign variety

GoFundMe Pro / Classy

For larger branded campaigns

- Customizable donation forms and campaign pages
- Peer-to-peer, live events, and multi-channel fundraising
- Best when a nonprofit needs more advanced campaign tools

PayPal Giving Fund

Simple donor discovery in the PayPal ecosystem

- Can help eligible nonprofits receive donations through partner programs
- Useful when donors already use PayPal/GoFundMe channels
- Review enrollment, payout, and receipt details carefully

Also compare:

Do not choose based on popularity alone

- Network for Good / Bonterra, Bloomerang, Fundraise Up
- Your website forms, Wix payments, or CRM-integrated tools
- Choose the tool that matches your campaign and capacity

Before choosing a platform, ask:

- 1) What fees are charged?
- 2) How fast are payouts?
- 3) Can we export donor data?
- 4) Does it support events, QR codes, recurring gifts, receipts, and donor follow-up?

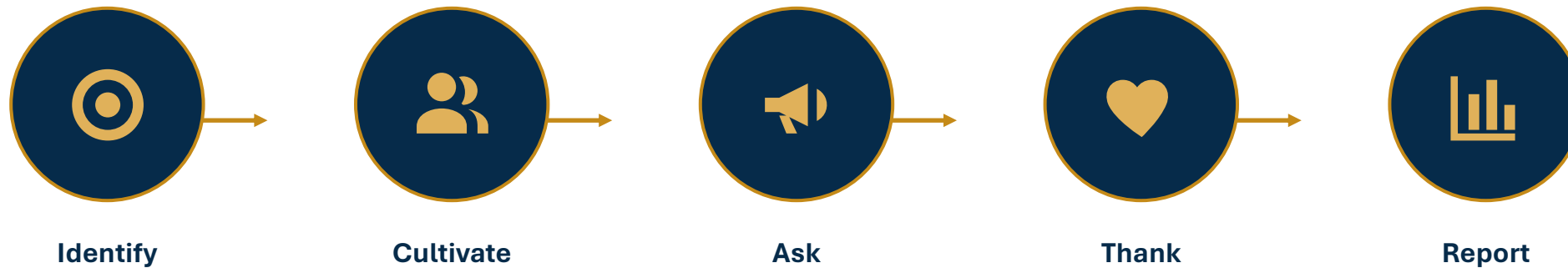
Tip: Match the platform to the campaign - small giving page, event, peer-to-peer campaign, major campaign, or donor CRM need.

Donor Relationships

Fundraising is not a transaction. It is a relationship cycle.



The Donor Relationship Cycle



Every donor needs a next touchpoint. The relationship stalls when there is no intentional follow-up.

Donor Management Habits

You do not need a perfect CRM to start. You do need a consistent way to track people, gifts, notes, and next steps.

Segment

First-time donor, recurring donor, sponsor, major prospect, board contact, lapsed donor.

Record

Gift date, gift amount, source, event attended, interest area, notes, relationship owner.

Steward

Thank within 48 hours, update within 30 days, report impact, invite deeper engagement.

Upgrade

Move donors from one-time gifts to recurring support, sponsorship, major gifts, or advocacy.

The goal is not to collect names. The goal is to steward relationships.

Your Fundraising Story

People need to understand the problem, believe your solution, and see how their gift makes a difference.

The Need

What problem exists? Who is affected? Why now?

The Plan

What will you do? What is realistic and specific?

The Proof

Why can people trust you to do this well?

The Ask

What amount are you asking for, and what will it make possible?

Message test: Can a donor repeat your campaign story after hearing it once?

Build the Campaign Calendar



1 Prepare Case, goal, budget, audience, tools

2 Launch Email, social, event, board outreach

3 Engage Updates, stories, matching gifts, ambassadors

4 Close Final push, thank-yous, impact reporting

A campaign calendar should tell the team what happens, when, who owns it, and what result is expected.

The Fundraising Dashboard

Do not wait until the end to find out whether the campaign is working.

Goal Progress

\$ raised vs. goal

Donor Count

new, returning, recurring

Average Gift

gifts by source/channel

Conversion

views to gifts, emails to gifts

Retention

repeat donors and lapsed donors

Stewardship

thank-yous and follow-ups completed

What gets tracked gets managed. What gets managed has a better chance of growing.

Your 30-Day Fundraising Action Plan

1

Week 1

Choose one campaign goal and write a 3-sentence case for support.

2

Week 2

Clean your donor/contact list and select your first audience segment.

3

Week 3

Build the donation page, event plan, sponsor list, or campaign calendar.

4

Week 4

Launch one ask and complete every thank-you/follow-up within 48 hours.

Pick one action you will complete before the end of this week.

Q&A

Questions • Reflections • Next Steps

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