



Writing for a Good Cause: The Complete Guide to Crafting Proposals and Other Persuasive Pieces for Nonprofits

Joseph Barbato, Danielle Furlich

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Filled with tips and survival skills from writers and fund-raising officers at nonprofits of all sizes, *Writing for a Good Cause* is the first book to explain how to use words well to win your cause the money it needs.

Whether you work for a storefront social action agency or a leading university, the authors' knowledgeable, practical advice will help you:

1. Write the perfect proposal -- from the initial research and interviews to the final product
2. Draft, revise, and polish a "beguiling, exciting, can't-put-it-down and surely can't-turn-it-down" request for funds
3. Create case statements and other big money materials -- also write, design, and print newsletters, and use the World Wide Web effectively
4. Survive last-minute proposals and other crises -- with the Down-and-Dirty Proposal Kit!

Writing for a Good Cause provides everything fund raisers, volunteers, staff writers, freelancers, and program directors need to know to win funds from individual, foundation, and corporate donors.



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