



Grants for Anyone

Can the latest “dummy” book really help you raise funds?

BY TERRENCE FERNSLER

Grant Writing for Dummies

By Bev Browning. 302 pages. Softcover. Hungry Minds, Inc., 909 Third Avenue, New York, N.Y. 10022, www.hungryminds.com.

The Dummies series is expanding into more and more subject areas. Can a book from a series with such a broad range of topics really help grant writers? Surprisingly, the answer is yes. The publisher sought the expertise of an experienced grant consultant to write this book and make sure the subject is covered well.

In fact, this may be one of the best tools for finding government grants. It takes you right to the best sources and describes, briefly but clearly, how to use them. It also explains how to find foundation and corporate grants and how to make sure you're not putting all your eggs in one basket.

The author, Bev Browning, starts with the most fundamental principle of grantsmanship: Match funders to your project, not your project to the funder. She details each component of a grant application, explaining how to show that your organization is the best suited to carry out the project.

Other books may help you connect the parts of a proposal better than this one, but not in so short a space. Browning provides poignant questions you can ask while preparing your grant and evaluating your project.

Be sure your budget is ethical, Browning asserts. To do so, you must be as accurate as possible, explain how numbers were calculated, and show all potential sources of funds.

This book is easy to read, even for the non-professional unfamiliar with grant terminology. It is an excellent, comprehensive book about grant research, preparation, and follow-up, especially useful for people who write grants but not as their primary responsibility. The chapters are laid out in a good sequence and broken into easy-to-read parts. It is chock-full of tips that are easily referenced. *Grant Writing for Dummies* is appropriate for all of us who need to raise funds, whether we think we are grant dummies or not. ■

Be sure your budget is ethical.

Terrence Fernsler is development director for Columbia-Pacific Resource Conservation and Economic Development District in Montesano, Washington.