



U.S. Pro Bono Summit

**Accelerating Trust,
Connection, and Impact
Through Pro Bono**

November 1-2, 2022

#TaprootSummit2022

U.S. Pro Bono Summit



Session Title: Boldy Going Nowhere: Why Sugarcoating Our Stories Is Harming the Nonprofit Sector and How to Stop It

Presented By:

Dana Textoris

CEO, Grants Plus

dana.textoris@grantsplus.com



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About Grants Plus



Over \$250 million raised in grants

from private, corporate, and government funders



Over 15 years experience

serving nonprofits with diverse missions, locations, and sizes



Award-winning team of 30+

of the country's top fundraising professionals

Sugarcoating

- Why sugarcoating?
- Examples of sugarcoating
- Courageous choices

Why Sugarcoating?



Examples of Sugarcoating **Obscuring Realities**

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FOUNDATION



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Examples of Sugarcoating **Hiding Costs**



Examples of Sugarcoating Glorifying Funder as Savior



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Instead of Sugarcoating...

Instead of obscuring realities, **lean into honest communication**

Instead of hiding costs, **share real needs with funders**

Instead of glorifying the funder, **make room for the stories of other heroes**



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What to Do Instead



SSSS



SSSS



SSSS

What to do instead



Address systems, not just symptoms



Lean into authentic relationships

What to do instead



Show True Costs



Advocate for Flexible Funding

What to do instead



Thank Funders...Proportionally



Celebrate Community Heroes

Session Takeaways

Instead of obscuring realities, **lean into describing challenges**

Instead of hiding costs, **share real needs with funders**

Instead of glorifying the funder, **make room to celebrate community heroes**



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