

TAPROOT WEBINAR 

# APPLICATION FORM

SECTION A: PERSONAL INFORMATION

Full Name and Title: \_\_\_\_\_  
ED \_\_\_\_\_  
MCQ \_\_\_\_\_

LAST NAME, First Name (Title)  
Educational Institution

Telephone: \_\_\_\_\_  
E-mail: \_\_\_\_\_

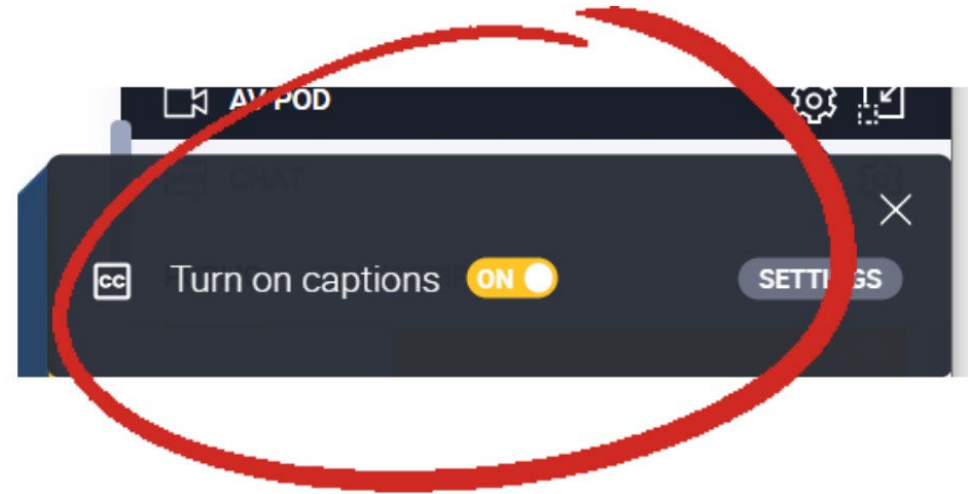
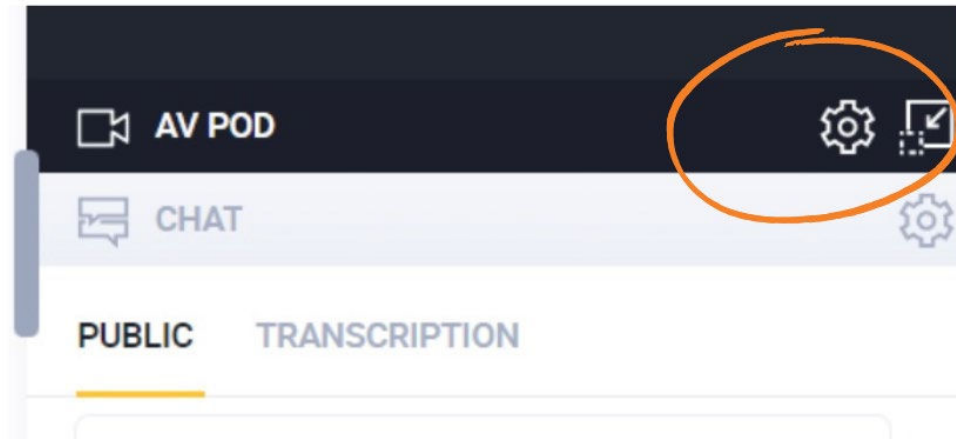
## **GRANTS 102: Persuasive Storytelling for Grant Writers**

Thursday, May 11, 2023 | 1 pm ET

**taproot**

# Optional closed captioning

You can turn subtitles on and off from the right sidebar:



# Cecilia Landor



Nonprofit professional with years of experience in grant writing and grants strategy.

She has worked in public-serving nonprofits for over a decade, primarily in the Chicago area.

She just completed law school at the University of Michigan!

# Today's agenda:

- Basics of persuasive storytelling
- How to incorporate persuasive storytelling to better educate your funder

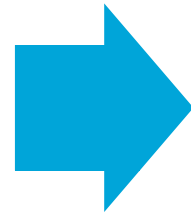
# Why should you incorporate storytelling into your grant writing?

Story over statistics



ENGAGE your reader

Neuroscience shows  
we learn better through  
stories



EDUCATE your reader

# Elements of story

Identify your main characters, plot, and setting

## Story Arc

- Steady state → trouble → resolution
- Is the resolution a return to the **transformed** steady state OR is it a **new** steady state?

## What type of conflict is at issue?

- Person vs. person
- Person vs. self
- Person vs. society
- Person vs. machine

# Elements of story (continued)

## Setting

- Physical
- Historical
- Cultural

## Balance

- Showing vs. telling

## “Villains”

- Shapeshifters
- Gatekeepers

# Highlighting an individual client: the hero's journey

Tell the story of an individual client, if possible

- With permission, use images and quotes

What kind of heroic archetype might apply:

- Warrior
- Creator
- Caregiver/martyr
- Every person

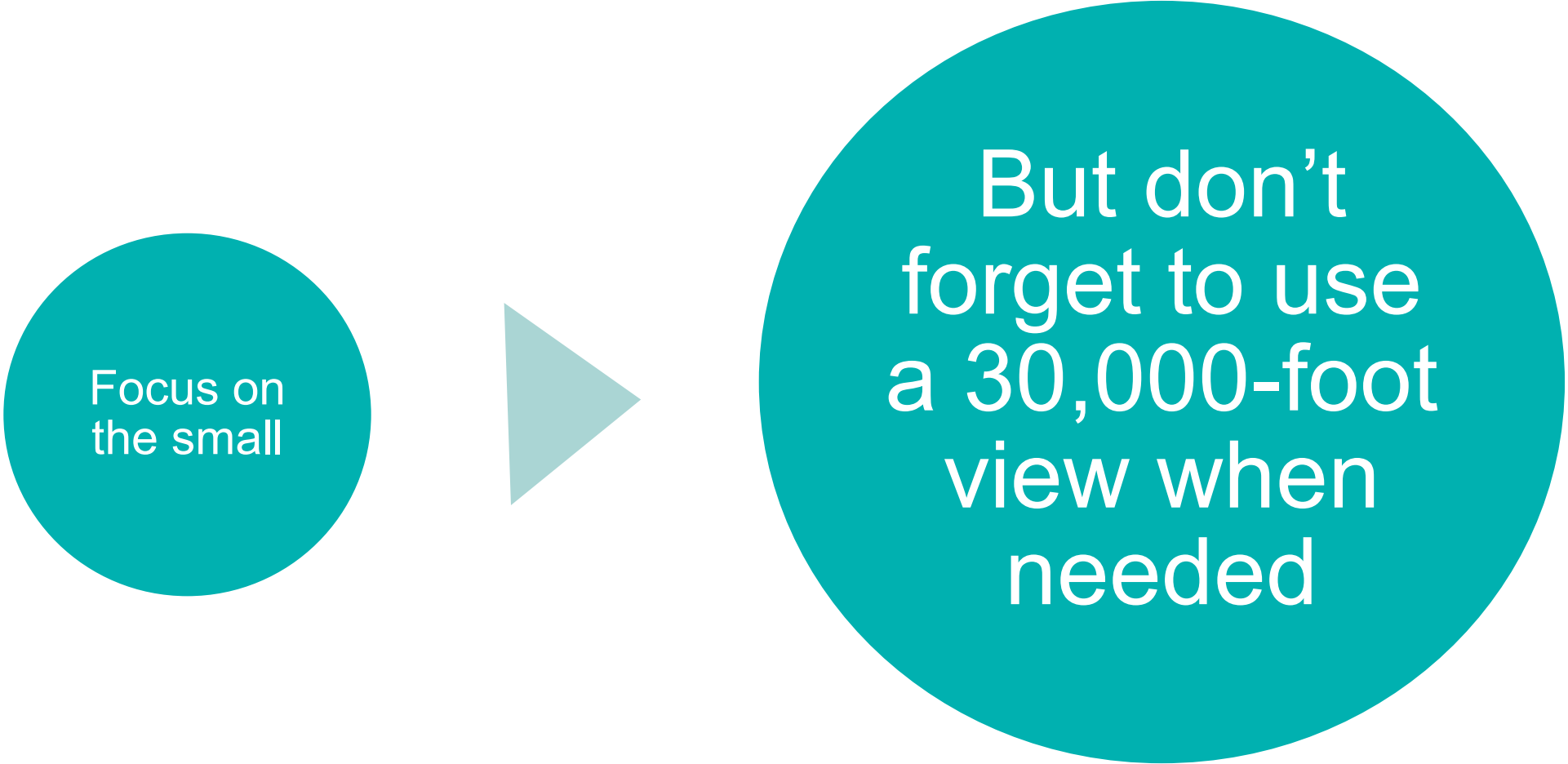


# Disrupting “stock stories”

To be an effective advocate for your cause, you must be able to **recognize** and **disrupt** the bias caused by stock stories

- Create an alternative story
- Use a different perspective
- Short-circuit any generic assumptions

# Details, details, details



Focus on  
the small

But don't  
forget to use  
a 30,000-foot  
view when  
needed

## Build a “success story” bank

- Infrastructure around program and client interaction
- Remember to be client-centered

## Keep practicing: storytelling is a muscle!

- Listen to and watch stories – when you hear one you like, think about what specifically made you like it
- “Write drunk, edit sober.”

**Need help creating your storytelling and grants strategy?**

**Connect with a skilled volunteer on Taproot Plus:  
[www.taprootplus.org](http://www.taprootplus.org)**

