

Strengthen Your Grant Applications with Story + Strategy



Grant writing isn't just about funding it's about clearly showing the value your work brings to your community and beyond.

Here are a few best practices to help your application stand out:

Lead with Your Local Story

- Start with what makes your work meaningful.
- What community need are you addressing?
- Who are you serving?
- Why does it matter in your specific place?
- Strong, local stories create connection and credibility.

Align Directly with Grant Criteria

- Carefully review the grant guidelines and mirror their language.
- Make it easy for reviewers to see how your project meets their priorities.
- If they ask for economic impact, sustainability, or accessibility address it clearly and directly.



Connect Local Impact to a Bigger Picture

- Show how your work contributes to broader goals regional growth, cultural preservation, sustainability, or community development.

Think: Why should someone outside our community care?

Be Specific About Outcomes—Avoid being vague

Instead, define:

- What will you do?
- Who will benefit?
- What will success look like?
- Numbers, timelines, and measurable goals strengthen your case.



Include Community Voices & Partnerships

Demonstrate collaboration by including:

- Letters of support
- Partner organizations
- Testimonials or shared initiatives
- Funders value projects that bring people together

Work with a Trusted Partner

- Collaborate with an agency, consultant, or regional partner (like a tourism office or economic development organization).
- Strong partnerships can add credibility, data, and strategic alignment.

Final Tip

Before submitting, ask:
Is this clear, specific, and grounded in real community impact?
If yes, you're on the right track.

