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Nota di contenuto	Find Grant Funding Now! The Five-Step Prosperity Process for Entrepreneurs and Business; Contents; Preface; Acknowledgments; About the Author; Part One: Navigating the Grant and Funding Landscape; 1 Why Grants Now?; Why Grant Funding Is Hot; Regulations, Rules, and Red Tape; Perspectives on Prosperity; 2 The Five Steps to Navigating the Grant Process; New Ventures, Entrepreneurial Needs; Overview of the Five-Step Process; Before You Begin: The Idea; Step 1: Project; Measurable; Targeted Outcome; Aligns with the GFO's Goals; Has Designated, Realistic Milestones; Justifiable, Workable Budget Demonstrates Ability to Sustain After Grant Funding Shows Some Aspect of Greater Good; Step 2: Peruse; Step 3: Ponder; Step 4: Prepare; Step 5: Patience; Perspectives on Prosperity; 3 What Is a Grant?; Bringing Structure to the Grant Process; The Elements of a Grant; Award of Cash; Terms and Timeframe; Are There Ever Any Exceptions?; Are There Ever Any Extensions?; Grants Are Usually a Reimbursement; Reporting Is Required; Grants Can Be Recalled; A Grant Is Always Competitive; What Grants Are Not; Grants versus Loans; Grants versus Scholarships; Grants versus Rebates; Grants versus Tax Credits

Grants versus Endowments Grants versus Fundraising; Grants Are Not Free Money; Perspectives on Prosperity; 4 Is There Really Money Out There?; Matching Your Project with the GFOs; Is There Enough Grant Money?; How Big Is the Federal Grant Marketplace?; Government Grants; The Difference between State and Federal Government Grant Makers; How Much Grant Funding Is at the State Level?; Foundation and Nonprofit Grants; Corporate Foundations; The Size of the Philanthropic Marketplace; Trade Associations; Perspectives on Prosperity; Part Two: Strategies for Grant Success; 5 Finding the Money Effective Searching Funds Follow Fit; Seven Key Questions for Effective Grant Agency Searching; Time Efficiency; Should I Send in Unsolicited Material?; Other Searching Tips; Create a Grant Tracking System; Determining Eligibility and Feasibility (Step 3); Eligibility Assessment; Feasibility Assessment; Decoding Federal Grant Announcements; Perspectives on Prosperity; 6 Is There a Grant for That?; Types of Work You can Fund with Grants; What Does Technical Assistance Mean?; What's Trending Now?; Unique Funding Example; The Real Impact: How Grant Dollars Meet a Need Non-Money Reasons to Ask for Money Should Grants be Used only When You Need the Money?; Other Values of Grants; To Leverage Funding; To Enhance Public Relations; To Establish Credibility and Viability; To Support Your Causes; To Gain Collaborator Buy-In; To Demonstrate Trustworthiness; Perspectives on Prosperity; 7 The High Stakes of Winning or Losing Grants; Strategic Considerations Before Applying; Alignment of Mission and Vision; Financial Considerations; Public Relations/Marketplace Impact; Privacy and Intellectual Capital Exposure; Personal and Social Ramifications; Added Costs; Timing When to Partner on an Application

Sommario/riassunto

"This book is built around the Five-Step Prosperity Process Aubrey uses for her clients every day. Other features will include sample forms, such as Letters of Intent, grant searching checklists, budgets, narrative formation, sample merit review, checklist for the top five feasibility points, 30 and 60 day grant project management plans, and very importantly, the customized Grant Readiness Assessment Tool. The book will have sidebars with quotes and resources and a custom illustrated schematic of the Five Step Prosperity Process that is highlighted in each chapter to show where at in the process as they progress through the book. It will also include snap tags in each chapter that link to videos and excerpts of additional content. There are books on grant writing and there are books on business, there are even books that tell you how to start a grant writing business. This book is about how and when you could use grants to get cash to start or expand your business. This is the book the small business financial market has been missing!"--
