“People give to people.”
—Lawrence Lee
The Grants Game

When the Director of the Aeolians, a chamber music group which receives government and foundation grants, was asked by a New York Times reporter whether or not the group had been affected by federal budget cuts, he quipped: “Only financially.”

—New York Times
February 7, 1982
WHY KNOW YOUR FUNDERS?

One of the basic tenets of successful grantsmanship is being well informed. To the individual grant seeker this means, above all else, knowing your funder. For you cannot have too much information about a particular funder. The more you know, the greater the likelihood that you will be able to write a tailor-made proposal for each specific source of funding. This means having hard, cold facts at your disposal, not half-baked information, rumors, or hearsay.

Yet in my own contact with grant seekers, it has become apparent that many have little or no idea about the standard operating procedures followed by those who give money away. The typical grant seeker often doesn't know what funders really do, how they operate, or what their priorities are. Worse yet, many grant seekers haven't even considered