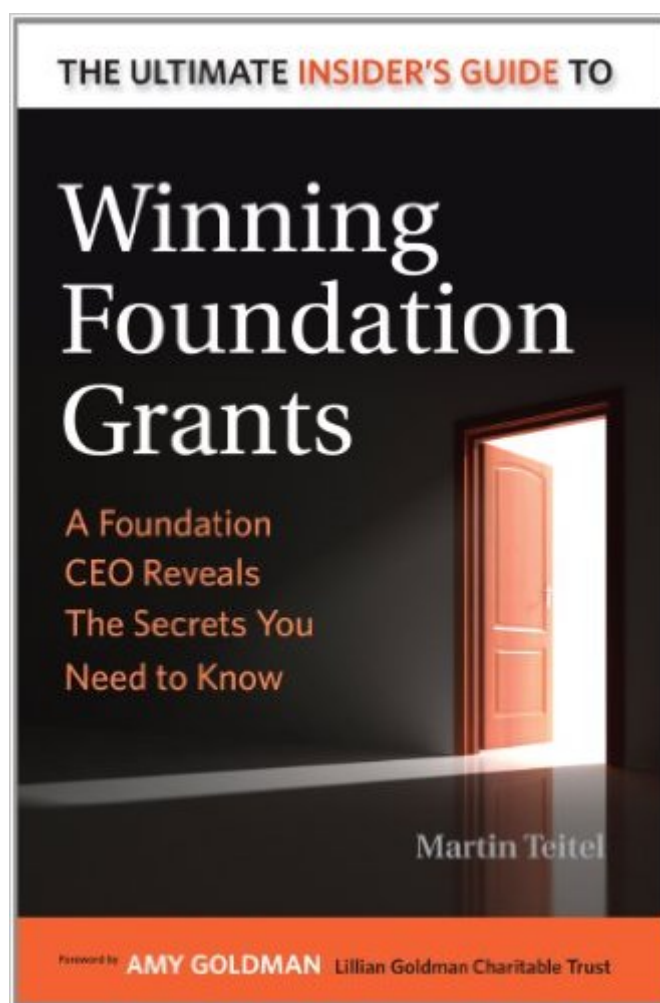


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# The Ultimate Insider's Guide To Winning Foundation Grants: A Foundation Ceo Reveals The Secrets You Need To Know



## Synopsis

Reading *The Ultimate Insider's Guide to Winning Foundation Grants* is like peeking at someone's secret diary or personal email. You feel guilty. This is privileged information. Only in this case Martin Teitel WANTS to reveal everything to you. A long-time foundation CEO, he's fed up with the smoke and mirrors of grant seeking. As head of the Cedar Tree Foundation, Teitel dispensed tens of millions of dollars in grants. He knows the secrets, the preferred approaches, the red flags - and he wants you to know them, too. He's committed to leveling the playing field. What you have in Teitel's book are 188 pages of private information no one before has had the courage to reveal. It's like finding hundred dollar bills on the ground. You ask yourself: What did I do to deserve this good fortune?

## Book Information

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## Customer Reviews

Quite simply, Dr. Martin Teitel has written a great book. *The Ultimate Insider's Guide to Winning Foundation Grants* really is what it purports to be. Dr. Teitel has spent thirty years reading, assessing, and sometimes funding grant proposals, so he has the credentials. But instead of writing a theoretical treatise, he's given us a practical handbook - a "how-to" for grant writers. And it is written in an easy style with wit and wisdom, plenty of real-world examples, and a grand dose of good humor. So this is not only an informative book, but it is fun to read as well. And there is a bonus: not only is this a wonderful manual for proposers, it also has plenty of insights for funders. As part of an organization that funds more than fifty nonprofit organizations annually, I found myself nodding at the familiar examples of proposal "do's and don'ts," but Teitel also got me thinking about

the ways in which I look at proposals. Most importantly, he stimulates each of us, on both sides of the funding scale, to think about what we say, what we do, and how we go about our respective roles. Pay close attention to Part Two, "Myths About Foundations," and Chapter 26, "Honest Answers to Hard-Nosed Questions." Those sixty pages alone are worth the price of admission.

Not only is this guide clear, concise, and compelling (the three C's the author himself advises for grant-writing), it is also very funny. For example: "Fund-raising is like what dating in high school was for many of us: hard work intertwined with great risk and continual rejection." Teitel's disarming tone and plentiful examples drawn from his career as both applicant and funder make this guide in particular of great value. The information is comprehensive as he guides you through the entire grant process from the initial stages of writing to dealing with success. He also provides illuminating chapters on what not to do, all along tying in his insider's experience and solid sense of reality. For example, don't tout your project as "unique." The word is over-used and very seldom accurate. I enjoyed the prose as much as the content. I'll be referring to the book often and recommending it to my friends.

Alida Allison  
Director, Center for the Study of Children's Literature  
San Diego State University

I just finished reading Martin Teitel's "Winning Foundation Grants" and loved it. As a current foundation staffer who came into this world from the non-profit side, I found this book to accurately describe what goes on in foundations and provide really smart, strategic advice about how to get a good idea funded. The book is full of practical advice about how to communicate with foundations through letters of inquiry, proposals and reports, provides great tips in the last section about things to do in pursuit of funding and, equally important, things not to do. This book should be mandatory reading for non-profit management and fundraisers. I also think all good foundation staff should read this book to remain cognizant of the issues grant seekers face and to make sure to avoid the pitfalls of bad funding practices he describes. Both funders and grant seekers have much to gain from Teitel's wisdom.

Essential reading for anyone engaged in fundraising - and that means anyone engaged in work to make the world a better place. While the focus is on grant writing, the lessons for face-to-face solicitations and even for organizational development are significant. This is a wise, well-organized book that offers terrific insights with patience, refreshing politics and humor.

I am on the board of a small non-profit meditation center in central Wisconsin. We are just beginning to look at (and for) foundations that might support the kind of work that the center does. Marty Teitel's book is filled with fresh ideas and very concrete do's and don'ts. I am hopeful that implementing his seasoned advice will help us discern likely resources and suggest ways we might access those resources. His easy style and warm sense of humor make what feels like a daunting task more manageable!

This book, written by an insider, explains the ins and outs of foundation funding. It is really an insider's guide and provides practical, easy to follow guidance. If you are looking for a grant, I highly recommend this book. The best piece of information? Treat foundation guidelines as "rules."

I have known and respected Marty Teitel for over thirty years. He is a seasoned, highly successful professional who has been on both sides of the fundraising process. His book is a warm, wise and witty guide to grant-seeking and should be especially helpful to those new to navigating the foundation world.

I return to this book again and again as I write proposals. Teitel writes from the field and his pragmatic approach makes so much sense. I have searched unsuccessfully for more books by him. I'm waiting....

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