

WORKSHEET - ROTATE

Objective: To change your narrative for a better approach.

STEP 1 - THE OLD MINDSET

In the space below, write why you are asking for money in the way you would spontaneously. Hint: We often use words like "We lack...", "We need...", "Help us to..."

Your initial draft:

STEP 2 - THE CHANGE OF PERSPECTIVE

Imagine that the funder is an investor. They are not buying your lack of resources; they are buying a result. Answer briefly:

- What is the final "product"? (e.g., 20 young graduates, 500 meals served, a reforested forest).
- What is the benefit for the landlord? (e.g., Achieving environmental targets, improving brand image, reducing local poverty).

STEP 3 - THE PIVOT EXERCISE

Rewrite your main objective using a "Performance Contract" structure.

Suggested structure: "In partnership with [Name of Donor], [Your Organization] commits to producing [Concrete Change] in order to resolve [Specific Problem] within [Community]."

Your new pivoted objective:

STEP 4 - WHY YOU

Since this is a contract offered to the "best performer", list 3 reasons why you are the most reliable partner to do this job.

NOTE TO PARTICIPANTS: A GRANT IS NOT A DONATION; IT IS A SOCIAL BUSINESS AGREEMENT. IF YOU CANNOT DEMONSTRATE YOUR ABILITY TO DELIVER THE EXPECTED OUTCOME, THE FUNDER WILL INVEST ELSEWHERE.

Grants - from idea to submission