



**Creating Synergy**  
between the  
Nonprofit, Faith & Business Communities

## Developing A Constituency

Who are the stakeholders most effected by your ministry? Identifying them will likely lead to your greatest support base. This is a highly critical component of your organization, and it must be developed and cultivated with a great deal of care and attention to detail (the detail being individual attention to each and every new and long-term supporter). It will continually evolve. Putting in the hard work at the beginning of this exercise, however, will make it a great deal easier later-on to garner support whenever, and for whatever program and project opportunities that *will* arise from time-to-time.

## Evidence-Based Programming

Collaboration with Like-Minded Stakeholders

While many organizations opt to create their own proprietary, though non-evidence-based, programming, we would always be wise to consider, and whenever possible to adopt, the already proven programs developed over a painstakingly long-term process in other culturally-relevant relevant jurisdictions. Many of these programs are listed in the National Registry of Evidence-Based Programs and Practices (NREPP) at [www.NREPP.samhsa.gov](http://www.NREPP.samhsa.gov). This is a great time-saver, and a “Best Practice” that can eliminate years of “re-inventing” unnecessary duplicative programming. Why re-invent what has already been determined to work under similar circumstances. The greatest challenge in this regard is to duplicate the evidence-based program(s) “with Fidelity” (managing the program *precisely* as it was designed to operate).

## Have At Least “Ten-In-Play” At All Times

The odds for success in grant writing, in a prosperous season, are around one in ten or twenty. Ten to twenty percent of the well-written grant or funding applications you submit may have a good possibility of being approved. Although there are organizations out there with a better “track record” than this, they are “few and far between”. A ten to twenty percent sales closing ratio in business is generally considered phenomenal; so it should be likewise in the social services profession. Keep at least ten funding applications (whether local, national, private, or public) *out there* working at all times!

Thank you for all you do. Always feel welcome to contact me directly with any questions, comments, or great ideas!

**Jack Johnson**  
The Advocacy Foundation, Inc  
Managing Partner



**“Walk by Faith/ Serve with Abandon/  
Expect to WIN!”**

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## The Collaborator

...from the desk of John C Johnson III

### The COMPETITIVE NATURE of GRANT WRITING

**Make a Donation**

**Philippians 2:3-4 (ESV)**  
Be Like Christ

<sup>3</sup>Do nothing from rivalry or conceit, but in humility count others more significant than yourselves. <sup>4</sup>Let each of you look not only to his own interests, but also to the interests of others.

**1 Thessalonians 5: 12-22 (NASB)**  
Christian Conduct

<sup>12</sup> But we request of you, brethren, that you <sup>12</sup> appreciate those who diligently labor among you, and have charge over you in the Lord and give you <sup>13</sup> instruction, <sup>13</sup> and that you esteem them very highly in love because of their work. Live in peace with one another. <sup>14</sup> We urge you, brethren, admonish the <sup>14</sup> unruly, encourage the fainthearted, help the weak, be patient with everyone. <sup>15</sup> See that no one repays another with evil for evil, but always seek after that which is good for one another and for all people. <sup>16</sup> Rejoice always; <sup>17</sup> pray without ceasing; <sup>18</sup> in everything give thanks; for this is God’s will for you in Christ Jesus. <sup>19</sup> Do not quench the Spirit; <sup>20</sup> do not despise prophetic <sup>20</sup> utterances. <sup>21</sup> But examine everything *carefully*; hold fast to that which is good; <sup>22</sup> abstain from every <sup>22</sup> form of evil.

We, as children of the most-high God, are not meant to have to compete against one-another in any area of our lives. Instead, the Bible is full of examples and parables designed to show us how to help one-another at all times. Our base nature, although initially bent away from Godly behavior, causes us to “feel good” when we conduct ourselves righteously. Grant-Writing, therefore, because of its competitive nature, unless done in collaboration with multiple organizations, can be highly counter-intuitive on a spiritual level.

### Putting Your Great Idea Down on Paper

The Grant Writing Process begins with the Program Narrative. The Program Narrative sets forth the reasons for your funding request(s), as well as the Statement of Need in great detail, explaining the negative Social Condition you are trying to address. The Narrative must be comprehensive and extremely detailed, addressing the precise means and methods you will employ to combat the problem(s) being addressed by your program. Crafting the document can be maddening, as it must be painstakingly constructed; however a well-written, well thought out narrative can increase both credibility and fundability by a very large margin.

[www.TheCollaborativeUS.org](http://www.TheCollaborativeUS.org)

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John C (Jack) Johnson III

*The Advocacy Foundation, Inc.*  
Managing Partner



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**Our Threefold Mission**

**To Build** a Diverse, Collaborative, Networking Community of Supporters Seeking Both Conventional and Non-Conventional Means of Establishing Endowments, Annuities, Retirement, and Programmatic Affluence;

**To Teach** Individuals and Organizations to Work Synergistically, Rather Than Competitively, In Order To Create and Pursue High-Yielding Fundraising Alternatives;

**To Find and Execute** Unique UBIT (Unrelated Business Income Tax) Opportunities Offering Consistent Returns On Investment.

**Inspirational/ Devotional Call**

8:30 - 9am Every Weekday Morning  
(712) 432-0075/ Pin Code 396137#

**Tuesday Evening Retreat**

7:30 - 8:30pm - Doubletree Hotel  
4156 Lavista Road, Atlanta, GA 30084  
(I-285, Exit 37)

**Wednesday Night T.E.A.M. Training Call**

10pm (712) 432-0075/ Pin Code 396137#

**Thursday Night Corporate Call**

9pm (646) 519-5800/ Pin Code 5477#

**Saturday Afternoon Opportunity Call**

11am (712) 432-0075/ Pin Code 396137#

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