



Scavenger Hunt: Finding Clues to Inform Your Writing!

To complete the scavenger hunt below, you will need to be curious and resourceful! Using context clues from grant guidelines and foundation websites, answer the questions below.

Happy hunting!

1. What type of foundation is the organization you are profiling? (i.e federal or state agency, private foundation, corporate foundation, etc.)

2. Find **three words or phrases** that indicate a strong mission alignment between your organization and/or program and the funder.

- 1.
- 2.
- 3.

3. How does the foundation want you to approach them? (LOI process, full application, intro email, etc.)

4. Based on the language and writing style used by the foundation, what tone are they giving off? Find **four key words or phrases** that make you feel this way.

*Tone is a literary device that reflects the writer's attitude toward the subject matter or audience; indicates a particular feeling. Examples: serious, informal, optimistic, open-minded, assertive, aggressive, direct, etc.

Tone:

Indicators

- 1.
- 2.
- 3.
- 4.

5. Who is involved in their decision-making process? (Is it their program managers making decisions? A board of directors or trustees? Peer reviewers?) Based on this information, what can you deduce about who you'll be writing to?

6. Find **at least one** demographic marker that would be helpful in developing your writing approach. (Think: age, sex, education, economic status, political/social/religious beliefs, etc.)

Other things to consider when building an “audience profile” of a funder:

What are the main concerns and problems the foundation wishes to solve?

What are their expectations of your writing?

*Expectations indicate what the reader will look for while reading your content, such as: traditional formatting, specific fonts, word limits or character counts, content-based expectations, etc.

Will they need statistical information or personal stories to be convinced of your position?

What level of information do they have about the subject you are writing about?

One way to break this down is by answering the following questions:

1. What does your audience already know about the subject?
2. What do they *need* to know from you?
3. Why do they need to know this?
4. How can you help them understand this subject matter?