

**Strength-Based Grant Writing for Nonprofit Organizations  
with Alice Ruhnke and Trish Hatfield**

**May 25-27, 2016  
Days Inn Conference Center, Princeton  
Sponsored by Volunteer West Virginia**



Strength-Based Grant Writing is intended to help build new capacity for nonprofit organizations. This hands-on, intensive training will help aspiring and experienced grant writers to approach grant writing from a strength-based perspective. At the end of this training, participants will not only understand all the components of a grant application, but will also have a new way of looking appreciatively at what works in their organization and community.

More than 400 people have attended this workshop since its inception. One participant recently wrote:

*I had the absolute pleasure of participating in your Strength Based Grant Writing Workshop this past October. I cannot express to you how extraordinary and worthwhile I found the entire process. So far, my organization has been approved for two of the grants that I have written - there is no doubt in my mind this would not have been feasible without the tools and knowledge I gained through your workshop."*

Come and join the growing network of nonprofit professionals approaching grant writing from this energizing perspective. **Registration is limited to the first 50 people.**

We will be asking questions such as:

- What are our organization's strengths? What can we build on? What makes us unique? How do we use our strengths to get results?
- What are our stakeholders asking for? How can we reframe challenges to be seen as exciting opportunities? What new skills do we need to move forward?
- What do we care deeply about? What do we want more of? What strategic initiatives would support our aspirations?
- What meaningful measures would indicate that we are on track to achieving our goals? What resources are needed to implement our most vital projects?

#### **Training Times**

May 25: 10am-5:00pm  
May 26: 9am-5:00pm  
May 27: 9am-12:30pm

#### **Cost**

Registration is \$199 per person. This fee covers all materials, lunch on Wednesday and Thursday and breaks each day. **Member organizations** of the *West Virginia Non-Profit Association* are eligible to send two people at a discounted rate of \$149. Please make checks payable to **WVCNCS**. We would be happy to send an invoice if that is more convenient for you or your organization. We are unable to accept credit card payments.

#### **Scholarships**

Through the support of a Flex-E-Grant from the West Virginia Development Office, a **limited** number of scholarships are available to staff of nonprofit and community-serving organizations. Scholarship recipients are asked to contribute **\$50** towards the cost of the training. Organizations must be located in one of the following counties or communities of West Virginia:

**Counties:** *Barbour, Boone, Braxton, Calhoun, Clay, Doddridge, Fayette, Gilmer, Hampshire, Hancock, Jackson, Lincoln, Logan, Mason, McDowell, Mingo, Pocahontas, Roane, Summers, Tucker, Tyler, Webster, Wetzel, Wirt, and Wyoming.*

**Blueprint Communities:** *Bluefield, Princeton, Sophia, Hinton, Richwood, and Marlinton;*

**Turn this Town Around Communities:** *Grafton, Matewan, Whitesville, and Ripley.*

### Lodging

A block of rooms has been reserved at the Days Inn. If you would like to be included on our **room list** and have the lodging cost added to your invoice, please indicate this on your registration form.

To make your own reservation, call 304-425-8100 by May 16 and ask for the Volunteer West Virginia room block.

### WVU Continuing Education Certificate in Nonprofit Management

This training is approved for the WVU Continuing Education Certificate in Nonprofit Management. All hours completed during the three days can be counted towards the certification. For more information or to enroll in the program you can visit <http://socialwork.wvu.edu/continuing-education/continuing-education-certificate-in-nonprofit-management> or contact Jacki Englehardt at 304-293-3280 [jacki.engehardt@mail.wvu.edu](mailto:jacki.engehardt@mail.wvu.edu)

### Questions?

Please contact Moya Doneghy at 304-558-0111 or [moya.doneghy@wv.gov](mailto:moya.doneghy@wv.gov).

### Instructors

**Alice Ruhnke** - If Alice had to pick one word to describe the essence of her small business, the choice would be simple: Storytelling. **The Grant Advantage** assists nonprofit organizations working to make real change in their communities by identifying an organization's strengths, clarifying its goals, measuring its impact, and effectively telling its story in the form of grant writing.

Alice's enthusiasm for what she does is infectious! Those that train with her, leave with the skills and the confidence to tackle grant writing and tell their story. Alice has the gift to make what could be a heavy topic interesting, enjoyable and easy to understand.

Since 2006, The Grant Advantage has secured more than \$5 million from federal, state, corporate, and foundation sources to help nonprofit organizations working in West Virginia and surrounding states have a greater impact on the communities they serve. In addition to grant writing, The Grant Advantage assists clients by locating funding sources, training individuals in all aspects of grant writing, facilitating Appreciative Inquiry strategic change sessions, conducting qualitative evaluations, and much more. A native of Omaha, Nebraska, Alice is married to Tim and has two amazing sons, Michael and Luke.

[www.thegrantadvantage.net](http://www.thegrantadvantage.net)

**Trish Hatfield**, president of **CharacterEthics**, helps people heighten performance, nurture discoveries, improve communication, encourage shared leadership, shepherd change, and strengthen the capacity for critical thinking. She's been at this for 30+ years, primarily as a trainer or facilitator in nonprofit organizations using strategies learned from Appreciative Inquiry, Skilled Facilitator, Facilitator U and the University of Wisconsin, Non-Violent Communication, not to mention the abundant wisdom of colleagues and clients. She has a MA in Humanities and also works part time as program assistant for Marshall University Graduate Humanities Program. She's also a reasonable contra dancer. [www.characterethics.com](http://www.characterethics.com)