



J2 STRATEGIC
SOLUTIONS

GRANTSMANSHIP: WHY STRATEGY MATTERS

and
How to Make it Work for Your
Organization

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OBJECTIVES



1. Participants will learn about grant strategy, why it is important, and how to apply it effectively to grantsmanship.



2. The session is meant to be interactive, and participants will engage in various asset inventory and strategy exercises.



3. At the end of the session, as time allows, attendees are welcome to ask any questions related to grant strategy, writing, grant review, etc.



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What to Expect

- This session will be customized to you. This is YOUR time.
- Feel free to ask your questions freely throughout the session or during the Q & A.
- Please complete the sign-in sheet. I will send an email of any remaining questions and their answers to the group.
- This is meant to be an INTERACTIVE group experience.



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AGENDA

- **Strategy: the Rationale**
- **Your Community's Assets**
- **Your Organizational Assets**
- **The Rest of Your Inventory**
- **Strategy in Action: An Exercise**
- **Question/Answers**



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Strategy

strat · e · gy

/ stradəjē /

n. A plan of action or policy designed to achieve a major or overall aim.

*"Oxford Languages and Google - English." Oxford Languages. Accessed May 14, 2024.
<https://languages.oup.com/google-dictionary-en/>.*



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WHO STRATEGIZES?

WHEN?

WHY?

MACRO versus MICRO

HOW?



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Your Community's Asset Inventory and Asset Map



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Your Organization's Asset Inventory



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Completing Your Inventory:

forces pest
cause mckinsey
root gap
score noise
soar

analysis

**No matter your method of analysis,
don't be afraid of challenges.
They can work for you!**



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It's Time To Strategize... an Exercise



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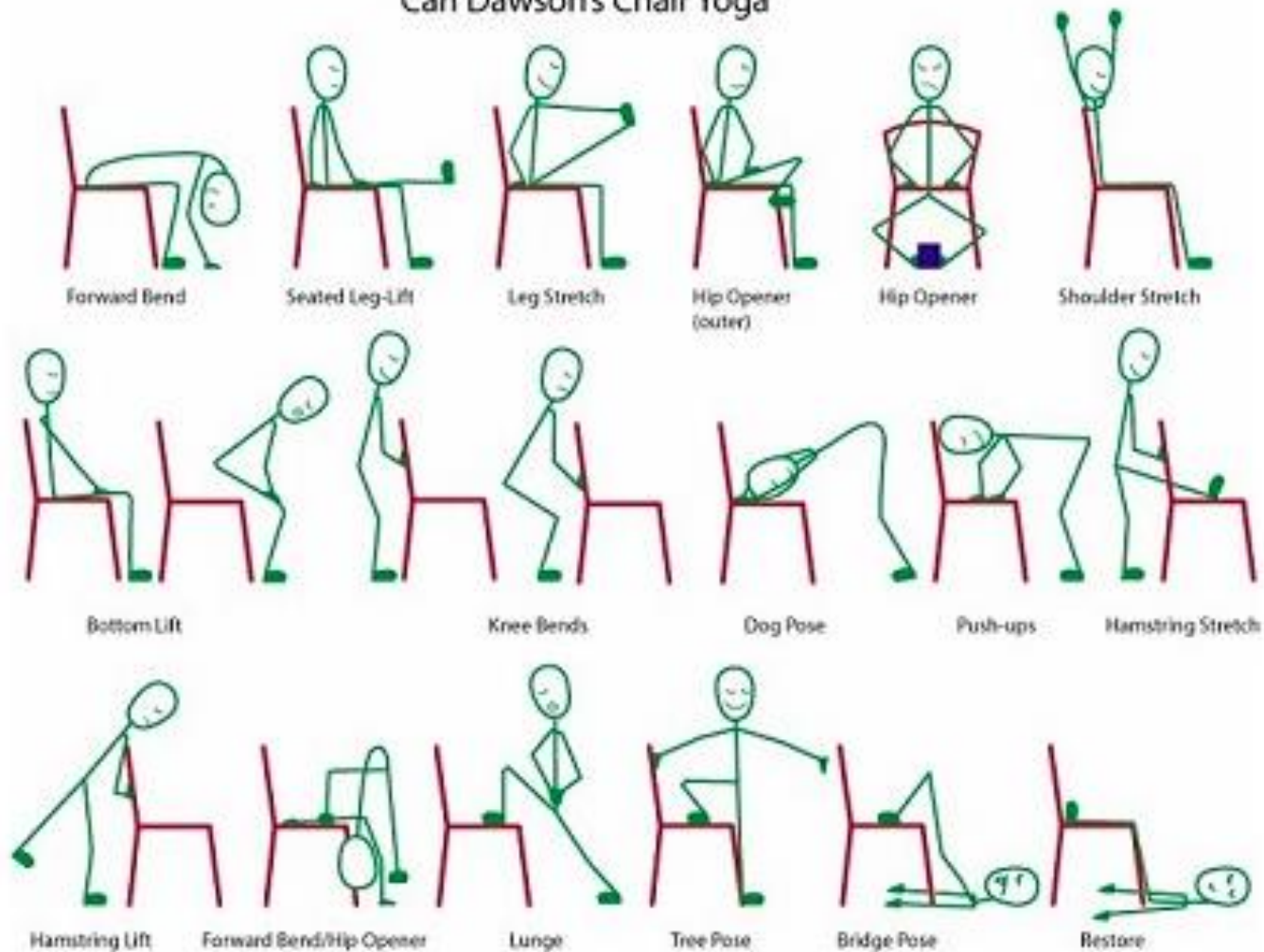
Getting Those Questions Answered...

Grant Strategy Questions?
General Grant Questions?
Grant Review Questions?



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Carl Dawson's Chair Yoga



Source: [University of Vermont](https://www.uvm.edu/~cawson/ChairYoga/)



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