

# Professional Certificate in Grant Writing



## Effective Grant Writers are Always in Demand

### Labor Analysis – Fundraising Manager – Nationwide

Job Postings Last 12 months	Projected Growth Over 10 years	Avg. Salary Range
22,108	+10.30%	\$46,000–\$65,000

Source: Burning Glass Technologies, 2019

Grant writing is a lucrative, high-demand industry that's ideal for anyone with a passion for writing and public service. Nonprofits and tax-exempt institutions are always looking for grant proposal writers who can get results. With SDSU's online Professional Certificate in Grant Writing, you can learn the skills necessary to jumpstart your career as a grant writer in as little as 10 weeks.

Grant proposal writers are in high demand in a variety of organizations, including school districts, governments, nonprofit organizations, hospitals, charities, and arts institutions.

### Who Should Attend

New grant writers, employees from nonprofit organizations, city and county governments, chambers of commerce, education (private and public), public health, social work, as well as independent consultants and grant writers needing CEUs. The program is not oriented toward research grants or grants for individuals or businesses.

The Professional Certificate in Grant Writing program consists of two online courses:

### Introduction to Grants and Funding Research

Students learn how to research funding prospects, interact with those funders, and plan to write a grant proposal. We will explore why grants are funded, and what motivates a grantor to award a grant. The course will also guide you in creating a plan to track, manage, and plan your grant proposals.

Cost: \$349

### Grant Proposal Development

Students will learn how to develop an effective grant proposal. You will gain an understanding of federal, state, and private foundation grant guidelines. You will practice writing proposals with the support and guidance from an expert. Students will also review example grant proposals for strengths and weaknesses with your fellow students.

Cost: \$349

For additional information, please email [globalcampus@sdsu.edu](mailto:globalcampus@sdsu.edu) or call (619) 594-7700.

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# FAQs about Grant Writing

**What is the demand for grant writers?** There is demand for both full-time and freelance grant writers, but demand varies by market. Some cities have several nonprofits, while others have much less. Normally, most clients will come from the local community. You may want to contact a few local nonprofits and conduct informational interviews to learn more about local demand. To get a better idea of job availability, search nonprofit job boards in your community. In San Diego, NPWorks.org provides job listings. National websites like indeed.com and monster.com also profile job listings.

**What skills do I need to be successful?** Grant writers are typically strong technical writers with a strong background in the nonprofit world. The best grant writers are those who understand nonprofit management and programming. Talented grant writers are also skilled at interviewing staff and volunteers to get the information they need. They also have a strategic understanding of why a grant is awarded because often, it has little to do with the actual proposal. Many successful grant writers have had some experience as a staff member or are an active volunteer with a nonprofit.

**Are the lectures at a specific time?** Lectures are prerecorded so that you can watch them on your schedule. However, each week begins on Monday and ends the following Sunday night. While the course isn't delivered live, you will have one-on-one interactions with the instructor via email and the course's discussion board.

**How will the course help my nonprofit obtain grant funding?** Please be aware that some nonprofits struggle to obtain grants for several reasons. Funders closely examine each grant applicant's business plan, track record, outcomes, and financial statements. Some funders only award grants to organizations they know or have gotten to know. In the course, we examine the big picture of grant funding and identify steps that existing or new nonprofits may need to take before they are strong candidates for grant funding.

**What salary or compensation can I expect?** Using feedback from actual grant writers, Glassdoor identifies the national average base pay at \$53,806 as a fundraising manager. According to Burning Glass, the median nationwide salary is \$55,685. Those with 0-2 years of experience can earn an average of \$45,300 per year, whereas more experienced writers can earn over to \$80,000 per year.

**What is the time commitment for the course?** Both courses are 25 hours. The time per week will vary based on your experience with writing, nonprofit or community organizations, and critical thinking skills. The *Introduction to Grants* course likely requires approximately 3–4 hours per week. The *Grant Proposal Writing* course likely requires 4–6 hours per week. This includes homework time. Some weeks have more demanding time requirements than others.

**Does the course focus on research grants?** No. This is an introductory-level course open to everyone, including community members, undergraduate students, nonprofit organization staff, and others. Research grants are more complex than an introductory course allows for, which means that this certificate program is not oriented toward research grants or grants for individuals or businesses.

**Does the course focus on funding sources based outside the United States?** The course is more focused on writing grant proposals to U.S.-based foundations, corporations, and government. Students in other countries have benefited from the course, but we primarily focus on U.S.-based funders.

**What do employers look for?** Employers look for both training and experience. The SDSU certificate program is a helpful start to give you a foundation of knowledge about the process for researching grant prospects, writing a proposal, and working to help nonprofit leaders strategically position their organizations to succeed. This is vital information to have on the path to a career in grant writing.

However, hands-on experience — whether paid or unpaid — is often the key to success. When contractors are hired, companies primarily look at their track record, as well as samples of their work. Grant proposal writing is different than developing a newsletter article or blog post, and employers want to see how well prospective contractors have mastered the craft. Companies also want to know their background and knowledge within the nonprofit world. There are opportunities to gain more experience, either paid or unpaid, depending on one's level of skill and readiness. Like any prospective career, building a strong network and making more contacts within the nonprofit world will help a prospective grant writer find work or contract jobs.

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