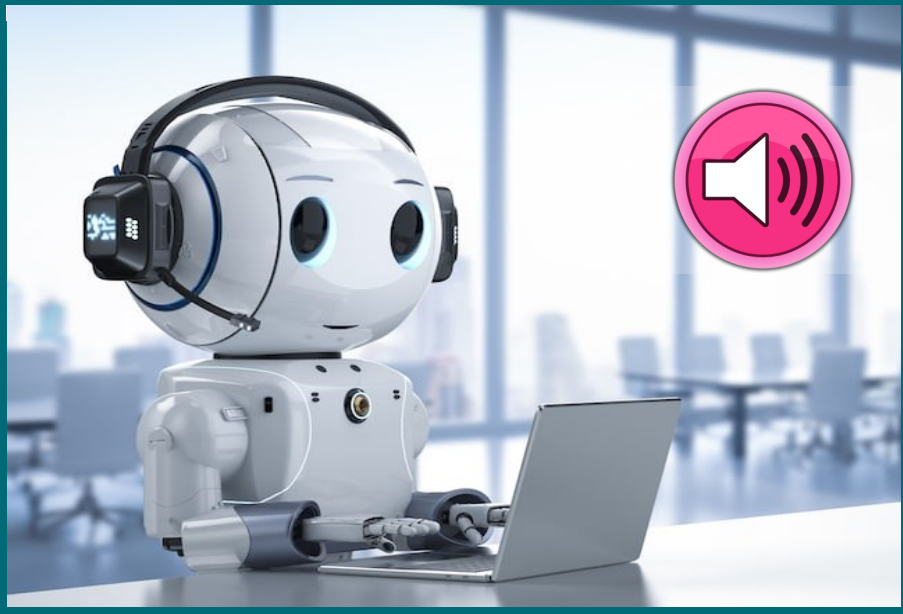


CREATING COMMUNITY PROJECTS

How Your Word Becomes Flesh



By Trevor & Annie Boulton

"As founding secretary of a community organisation (more than 40 years ago), I was asked to do my first funding application - to provide medium term accommodation for the Gold Coast homeless.

*Being new to grant applications, I had no idea of the process. This was a good thing because what I stumbled across by accident, turned out to be **the 'Secret Sauce' which led to over 40 years of funding applications with a 100% success rate.***



The application was successful and the program is still being funded to this day, at more than one million dollars per year.

I have been doing grants workshops and assisting organisations across the globe to establish funding partnerships.

What we begin with is the basic steps to putting your project into a story that will distil your thinking and form the basis of all of your communications.

We have now developed MAX our own artificial intelligence assistant to draft, rewrite and help refine and expand our elevator pitch, write social media posts, media releases, newspaper articles, interview



scripts and provide supporting data and information for my applications".



IT'S ALL ABOUT THE STORY

Many social enterprises and not for profits are run by volunteers who do not have the time nor journalistic skills to write engaging stories.

The story is how you communicate your vision

The story becomes your media release, elevator pitch and your sales pitch + your social media copy + your website text + your media interview script.

The story is the foundation of your project's success



How To Produce Successful Grant Applications

Writing and submitting a funding application can be extremely productive, or it can be a 'great waste of time'.

The people who review applications are more inclined to support projects that are explained simply, without industry jargon and that will bring credit to the funding organisation. A great vision unites people and attracts resources.

If you share your vision well and offer to partner with them by combining 'your knowledge and resources' with their funds, you will generally get the money for the project.



The News Media Want To Tell Your Story

Harnessing the Power of the News Media

Leveraging the news media can be a powerful strategy to promote grant-funded projects and amplify their impact. By strategically engaging with journalists and media outlets, you can increase visibility, raise awareness, and generate public interest in your initiatives. Crafting compelling press releases, organizing media events, and pitching story ideas to reporters can help showcase the significance of your project and its positive outcomes. Utilising social media platforms to share news coverage and project updates can further extend your reach and engage a broader audience.

Collaborating with media partners to tell the story of your grant-funded project can not only attract attention but also build credibility and support for your cause. By harnessing the influence of the news media, you can effectively communicate the value of your project, inspire community involvement, and ultimately drive greater impact and success.



Copywriting Assistant



Hi, I'm MAX - How can I help?

I am a great ideas generator. I can help you overcome the [Blank Screen](#).

I can [Scope A Project](#) by asking you 5 questions and from your input I will automatically produce -

An Elevator Pitch Draft

A News Media Release Draft

A Letter of Support Draft

& Three Social Media Post Drafts
(with emojis).



Upload a file to [Review A](#)

[Document](#) to have MAX review your work, offer constructive criticism and make suggestions.

(At any time you can ask Max to [Produce a PDF](#) of the entire conversation or just the most recent answer)

[Scope a Project](#)

[Review a Document](#)



Enter your response here -



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www.boultons.com.au

The Secret Sauce

*"Use these skills to elevate your presence within your sector. Become the go to person for media commentary on industry related issues, establish yourself with the media as a trusted voice. **Consistently engage with the media to stay top-of-mind and maintain relevance in your field.***

Shift your mindset from a transactional approach to a collaborative partnership model. Instead of simply asking for financial support, engage in peer-to-peer conversations with potential partners to work together towards a common goal. By framing the relationship as a mutually beneficial collaboration that can lead to public recognition for the funding provider, you can build stronger and more sustainable partnerships.

In essence, view your interactions with funding providers as a form of advertising for them. This strategic approach not only helps attract funds but also opens up opportunities to attract volunteers and donations by leveraging your organisation's public image and perceived track record.

Overall, this training equips you with the skills and mindset needed to effectively engage with the media, build strong partnerships with funding providers, and enhance your organisation's public image".

Project Creation—The BIG Picture

"Define your mission and goals

Memorize your Elevator Pitch

Plan feeding the media machine

*Speak to your local media, talk radio and
podcasts*

Don't be shy, authenticity builds trust

Become the go to spokesperson for your sector

The media will then contact you for comment

Look for appropriate funding applications

Speak to providers to confirm common objectives

Produce continuous media content during the project

Personally invite grant providers to all media events

Complete the project on time and on budget

Use all media to support the grant acquittal

Grant provider will gain maximum public approval

*Funding organisations
will invite you to
future rounds"*



*Regards,
Trevor Boulton*



Recruiting New Members Through Volunteering

Engaging potential members in hands-on experiences, creates a pathway for them to connect with your mission and values, turning interest into participation.

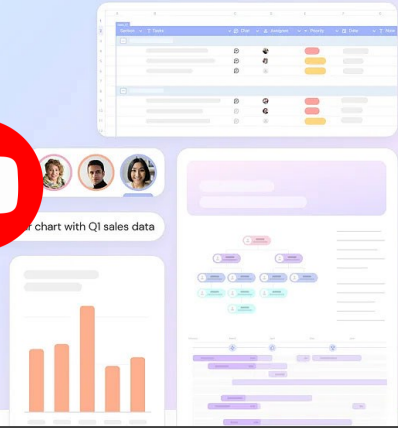


Reconnection And A New Purpose For Seniors

Volunteering allows seniors to share their skills and experiences while making a positive impact on others.



The AI Spreadsheet to Create Reports, Presentations, & Charts



The AI Spreadsheet, No Formulas – No Functions!

Tired of spending hours on spreadsheets, entering endless formulas, and cleaning up data? In this video, I'll show you a powerful new tool that changes everything—a free AI-powered spreadsheet app by Bricks. No coding, no functions—just simple natural language prompts to manage, analyze, and visualize your data. We'll cover how to:

Set up your account on the Bricks website and navigate the interface.

Use AI to clean and organize data without any formulas.

Generate new insights, create dynamic tables, and build forecasts with ease.

Design an interactive dashboard that updates with your data in real time.

Get Bricks AI-First Spreadsheet

[AI-First Spreadsheet | Bricks](#)

STREET LOCKERS For The Homeless



Water Resistant, UV Proof and Vandal Proof

Reinforced plastic street lockers greatly assist the homeless by reducing their mental and emotional stresses and enable them to sleep without the fear of having all of their possessions stolen.

Street Lockers Australia

People living rough need a place to store their clothing and bedding, so they can sleep in peace and attend job interviews without having to take all of their gear with them.

Street Lockers can prevent theft and provide a measure of mental and emotional security for the homeless.

www.streetlockers.com.au