

TL&C FARMLAND

FROM FOSTER CARE TO SELF-SUFFICIENCY

Grant Magnet™ Pro Funding System

The Complete Pipeline for Funding-Ready Organizations

Your full grant strategy, AI proposal coaching, and 90-day funding sprint

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Component 1 — Funding Roadmap (90-Day Funding Sprint)

Move from readiness to a submitted application in 90 days. This sprint is built for organizations that have already closed their readiness gaps and are ready to pursue — not just prepare. Each week has a single mission. Stack the missions and you ship a fundable application before the quarter ends.

WEEK 1: OPPORTUNITY SELECTION

Days 1–2: Pull your top 10 funder targets from the Starter Kit pipeline. Score each one on mission fit, amount fit, and deadline feasibility.

Days 3–5: Narrow to your top 3 priorities. Confirm eligibility, payment timing, and reporting expectations for each.

Days 6–7: Pick your sprint target. This is the one application you will submit in 90 days.

WEEK 2: STRATEGY ALIGNMENT

Days 8–9: Pull the last 3 years of the funder's funded grants. Identify the patterns — what they actually fund.

Days 10–11: Map your program outcomes to the funder's stated outcomes. Write the alignment in one paragraph.

Days 12–14: Draft your Theory of Change and logic model. The funder wants cause-and-effect, not activities.

WEEK 3: APPLICATION DRAFT

Days 15–18: Draft the narrative sections using the AI Proposal Coaching Prompts. Do not polish — aim for a complete first draft.

Days 19–21: Build your budget using the Budget Builder Templates. Confirm match requirements, indirect cost allowances, and reporting cadence.

Days 22–23: Draft the cover letter, organizational background, and sustainability sections.

WEEK 4: REVIEW CYCLE

Days 24–26: Run the Application Review Checklist. Catch weak spots early — clarity, completeness, alignment.

Days 27–28: Send to a second reviewer (board member, peer org, or consultant). Incorporate feedback.

Days 29–30: Final pass. Submit. Update your pipeline tracker.

WEEKS 5–12: SUSTAIN + DEEPEN

Use the Pipeline Strategy Playbook to layer in your next 3 grants while you wait for decisions.

Component 2 — AI Proposal Coaching Prompts

A prompt library tuned to each funder's priorities. These prompts produce stronger drafts faster than blank-page prompting — because they bake in the structure grant reviewers reward.

PROMPT 1 — Theory of Change

"My organization, [name], does [core activities] for [population] in [service area]. The change we want to see is [long-term outcome]. Write a 200-word theory of change that names inputs, activities, outputs, and outcomes in plain language. The funder reviews grants that show a clear cause-and-effect chain."

PROMPT 2 — Mission-Aligned Narrative

"I am drafting the narrative for a grant from [funder name]. Their stated priorities are [paste 2–3 priorities from their website]. Our program is [describe]. Write a 300-word narrative section that leads with the funder's language, then bridges to our work. Make our work feel inevitable given their priorities."

PROMPT 3 — Outcomes !' Impact

"We tracked these outcomes last year: [list 3 with numbers]. Write a 150-word impact summary that translates the numbers into a story a grant reviewer can visualize. Include: what changed for participants, what changed for the community, and what is changing because of our work."

PROMPT 4 — Sustainability Plan

"This grant covers [X months / 1 year]. After the grant ends, we will continue [program] through [other funding sources — earned revenue, other grants, contracts, individual giving]. Write a 200-word sustainability plan that the funder will trust. Include diversification, not dependency."

PROMPT 5 — Letter of Inquiry (LOI)

"Draft a 500-word letter of inquiry to [funder name]. Our organization is [describe]. We are seeking \$[amount] for [project]. Include: hook (one sentence), problem, solution, why us, what we are asking. The LOI must earn the invitation to submit a full proposal."

PROMPT 6 — Logic Model Narrative

"Build a one-page logic model narrative for [program]. Inputs: [list]. Activities: [list]. Outputs: [list]. Short-term outcomes: [list]. Long-term outcomes: [list]. The narrative version should help a grant reviewer walk the cause-and-effect chain in under 60 seconds."

PROMPT 7 — Evaluation Plan

“Our program goals are [list]. We measure outcomes using [tools and metrics]. Write a 250-word evaluation plan that names: data we collect, how we collect it, how often we report, and what we will adapt if outcomes fall short.”

PROMPT 8 — Cover Letter

“Draft a 200-word cover letter for a grant application to [funder name]. Open with a one-sentence hook tying our work to their mission. Middle: one paragraph on our fit. Close: amount requested, contact, gratitude. No fluff.”

PROMPT 9 — Partner Collaboration Letter

“Draft a 250-word letter of support / collaboration request to [partner org]. Explain the partnership, the role each org plays, and the joint outcome we are working toward. Specific, mission-aligned, mutually beneficial.”

PROMPT 10 — Program Officer Outreach

“Write a 150-word cold outreach email to the program officer at [funder name]. Goal: introduce our organization, plant the seed before the RFP drops. Tone: warm, professional, brief. Include one specific connection between our work and their priorities.”

Component 3 — Budget Builder Templates

Funder-friendly budget formats with justification language. These templates are pre-wired for the line items most funders ask about — with language that survives reviewer scrutiny.

PERSONNEL TABLE

Position | FTE | Annual Salary | % of Time on Project | Amount Requested | Justification
 [role] | [FTE] | [\$] | [%] | [\$] | [one sentence tying the role to outcomes]

NON-PERSONNEL TABLE

Line Item | Total Cost | Amount Requested | Justification
 [Supplies] | [\$] | [\$] | [one sentence: what, why, how it serves participants]

INDIRECT + MATCH BLOCK

Indirect Rate: ____% (federal Negotiated Indirect Cost Rate, de minimis 10%, or waived)
 Match Provided: \$____ (cash \$____ / in-kind \$____)

BUDGET NARRATIVE TEMPLATE

For each major line item, write 1–2 sentences:

- What it funds
- Why the cost is reasonable
- How it contributes to project outcomes

COMMON FUNDER FORMATS

- Federal grants (NIH, NSF, USDA): require SF-424A + detailed line-item narratives
- Foundation grants: usually narrative-only with a single budget table
- Corporate grants: budget-as-narrative; align line items to the funder's pillars
- State grants: line-item + match; match is non-negotiable

BUDGET REVIEW CHECKLIST

- & All line items align with proposed activities
- & Personnel time is supported by current org chart
- & Match sources are documented
- & Indirect rate is consistent across all applications
- & No rounding errors; totals match across narrative + tables
- & Budget agrees with project timeline

BUDGET QUESTIONS FUNDERS ASK

"Why is this cost reasonable?" !' Show comparison or vendor quote.

"What happens if costs rise?" !' Reference contingency or contingency plan.

"How does this advance equity?" !' Name the populations served by this line.

Component 4 — Funder Outreach Scripts

Program officer emails, LOI templates, and a follow-up cadence that gets responses. These scripts are tuned for foundation and government funders — not corporate sponsorships.

COLD OUTREACH EMAIL (program officer, foundation)

Subject: Quick introduction — [org name] + [funder name] alignment

Hi [Officer Name],

I lead [org name], a [501(c)(3) / nonprofit] in [city] doing [brief description]. Your recent work on [specific pillar / grant cycle] is closely aligned with our [program / project].

We are planning [X applications / 1 major application] in the next 12 months — specifically around [focus area]. I would welcome 15 minutes to introduce our work and understand what your team is funding right now.

Would a brief call in the next 3 weeks work for your schedule?

Best,

[Name, Title, Org, Phone]

LOI TEMPLATE (Letter of Inquiry)

Dear [Funder Name] Team,

[Org Name] respectfully submits this letter of inquiry for the [RFP / cycle name] opportunity. Our organization has served [population] in [region] since [year].

We are requesting \$[amount] to support [specific project]. This project will [reach X participants / produce Y outcomes / address Z gap]. We have [evidence of need / track record / partnership] that confirms readiness.

Our leadership team has [X years] combined experience in [field]. We are [501(c)(3) / fiscally sponsored by / a unit of larger org] in good standing.

A full proposal is available upon request. I would welcome the opportunity to share additional materials.

Thank you for your consideration,
[Name, Title]

FOLLOW-UP CADENCE

After LOI submission:

Day 7: polite nudge (“Confirming receipt”)

Day 21: substantive follow-up (“Sharing one additional data point”)

Day 45: closing nudge (“Final materials for review”)

After proposal submission:

Day 14: thank-you + supplemental data

Day 30: check-in (“Any questions on the application?”)

Day 60: status inquiry (“Where are we in the review?”)

OUTREACH POSTURE RULES

- Lead with the funder’s priorities, not yours
- One ask per email — never a menu
- Always include a specific connection between your work and their work
- Respect the funder’s stated communication preferences
- Never exceed the funder’s published outreach window

Component 5 — Pipeline Strategy Playbook

12-month opportunity mapping matched to readiness stage. This playbook shows you how to layer grants throughout the year so you're never chasing a single yes/no decision — you're building a portfolio.

PORTFOLIO LOGIC

A healthy grant pipeline has 3 tiers:

- Tier A — Big bets (>\$25k, 6–9 month cycles, relationship-driven)
- Tier B — Steady funders (\$5k–\$25k, 3–6 month cycles, repeatable)
- Tier C — Quick hits (>\$5k, 1–3 month cycles, low-friction)

Target mix: 2–3 Tier A, 4–6 Tier B, 6–10 Tier C applications per year.

QUARTERLY PLANNING

Q1 (Jan–Mar): FOUNDATION QUARTER

- Audit prior year. What worked, what didn't, what is missing?
- Refresh core documents: org background, theory of change, budget snapshots
- Identify your year's Tier A targets. Begin relationship-building.
- Deadline targets: government RFPs in this window

Q2 (Apr–Jun): PIPELINE BUILD

- Submit 2–3 Tier B grants
- Begin Tier A strategies (LOIs, outreach)
- Quick-hit Tier C submissions
- Mid-year refresh of pipeline tracker

Q3 (Jul–Sep): DEEPEN + APPLY

- Tier A submission window (most foundations close Q3)
- Final pass on budget narratives
- Begin Q4 + next year Tier B prospecting
- Outcome reports due for funded Tier A awards

Q4 (Oct–Dec): REPORT + RESET

- Submit remaining Tier B + Tier C grants
- Year-end reporting for active awards

- Annual funding review: win rate, cycle time, ROI per hour invested
- Update Tier A targets for January cycles

OPPORTUNITY SCORING (revisit monthly)

Score 1–5 on:

Mission Fit (does this even match?)

Amount Fit (is the funding worth the time?)

Deadline Fit (can we ship a strong draft in time?)

Win Probability (have we funded here before? Is our eligibility clear?)

Relationship (do we have a contact, or are we cold?)

Multiply the scores. Top opportunities are > 80. Below 40 — archive.

ANNUAL REVIEW QUESTIONS

- How many applications did we submit?
- Of those, how many were we reasonably confident about?
- What was our win rate per tier?
- What was our time-to-submission per application?
- Which funders should we invest in for the next year?
- Which funders did we spend time on that we should drop?

Component 6 — Application Review Checklist

Expert second-pass review — catch weak spots before submission. Run every application through this rubric before you click “submit.”

NARRATIVE QUALITY

- & The first sentence hooks the reviewer into our mission
- & Mission, problem, and solution are stated within the first 200 words
- & Outcomes are quantitative AND qualitative — not just numbers or just stories
- & The narrative reads aloud cleanly (no jargon walls, no acronym soup)
- & Each section answers the funder’s specific question — not our general story

ALIGNMENT

- & We used the funder’s own language at least 3 times
- & Our outcomes map directly to the funder’s stated priorities
- & Our approach is consistent across narrative + budget + letters of support
- & Our request amount matches what the funder typically awards
- & Our timeline is realistic given the funder’s stated review cadence

BUDGET

- & Line items tie to activities in the narrative
- & No unsupported “other” categories — every dollar has a name
- & Match sources are documented and committed
- & Indirect rate is correct and consistent
- & Totals match across narrative, table, and budget letter

ATTACHMENTS + COMPLIANCE

- & 501(c)(3) determination letter attached
- & Most recent audit / financial statements attached
- & Board list attached
- & Letters of support attached (count matches what the RFP asks for)
- & Logic model / theory of change attached (if requested)
- & All page limits respected — no overflowing sections

PROGRAM OFFICER PERSPECTIVE

- & A program officer could summarize our ask in one sentence after reading
- & Our organization feels ready, not rushing the application

- & We addressed known funder concerns proactively
- & We sound like the kind of partner the funder wants to renew

LAST-MILE CHECKS

- & Document filename matches the funder's naming convention
- & Submitted via the correct portal (not email unless explicitly allowed)
- & Submission timestamp is well before the deadline (never at the buzzer)
- & Confirmation receipt saved

Use this checklist on every application. It is faster than rewriting a draft, and it surfaces the issues that most often stand between an application and a yes.

About Grant Magnet™ Pro

Grant Magnet™ Pro is the Tier 3 expansion of the Grant Magnet™ system — a product of TL&C Farmland, Inc.

Pro bundles the AI proposal coaching prompts, budget builder templates, funder outreach scripts, pipeline strategy playbook, and application review checklist into a single working system. You get every component in a form ready to apply this week — not just a workbook to fill out.

Every purchase of the Grant Magnet™ Pro Funding System directly supports the development of TL&C Farmland — a residential agricultural community that turns lived experience into sustainable futures. The funds generated by Pro make it possible for the next cohort of residents to enter the program, earn certifications, and graduate with a plan.

Learn more: tlcfarmlandinc.org

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