

# Fundamentals of Grant Writing



**GRANT WRITING FOR BEGINNERS**

# Webinar Topics

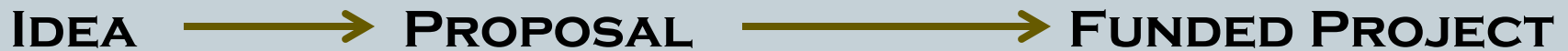


- **Factors in Planning a Project and Application**
- **Finding the Right Funding Source**
- **Overview of Proposal Writing Fundamentals**
- **Tips for Quality Proposals**

# Planning a Project and Application



- **Time and Effort**



- **Building Partnerships**
- **Importance of Evaluation**
- **Sector and Funder Trends**

**NEED**

**INNOVATION**

**CAPACITY**

**JOBS**

**COST SAVINGS**

**COST SAVINGS**

**JOBS**

**INNOVATION**

**CAPACITY**

**NEED**

# Finding the Right Funding Source



- **Types of Grant Sources**
  - Public Sources: Local, State and Federal Governments
  - Private Foundations
  - Corporations

# Where to Look



- **Federal:**
  - [Grants.gov](https://www.grants.gov)
  - [Catalog for Federal Domestic Assistance](#)
  - Federal Register
  - Agency Websites, Newsletters, Publications, E-mail lists
- **State Agencies**
- **Foundation Directories, Online Services**
- **Association or Technical Assistance Organizations**
- **Personal and Professional Networking**

# Funding Prospects



- **Priorities/Issues**
- **Geographic Focus**
- **Amount Funded**
- **Type of Funding**
- **Type of Awardee**
- **Length of Funding**
- **Submission and Review Timeline**
- **Initial Contact Requested**
- **Guidance Available**

# Pre-Proposal Contact



- **Public vs. Private**
- **Building Relationship**
- **Contacting Public Sources**
  - When to contact
  - Learning from past grantees
  - Questions to ask
- **Contacting Private Sources**
  - Understanding mission
  - Grantee history
  - Questions to ask

# Letter of Inquiry / Brief Proposal



- **Online Form or Letter**
  - Innovation
  - Mission Match
  - Needs
  - Solution
  - Define Success - Change
  - Next steps - Funding Needs



# Sections of Proposal



- **Abstract / Summary**
- **Introduction**
- **Problem / Need Statement**
- **Methodology / Workplan**
- **Organization and Personnel Information**
- **Evaluation**
- **Sustainability**
- **Budget**

# Abstract / Summary



- **Important and challenging**
- **Be concise**
- **No new information**
- **Relate to funder priorities**
- **Write it last**

# Introduction



- Who is applying
- Rationale for application
- Beneficiaries
- Organization overview
  - Mission, goals, program areas, accomplishments
- Leads logically to need statement

# Problem / Need Statement



- **State the need or problem clearly. Don't exaggerate.**
- **Data that exists to document the problem.**
- **Create a compelling and accurate assessment of the problem.**
  - Describe target population
  - Statistical analysis, surveys, studies (lit review), community forums, case studies, key informant
  - Demonstrate the need for your methodology
  - Include maps, charts, and tables
- **Use funders' criteria or questions as sub-headings.**
- **What will happen if not addressed?**

# Methodology / Workplan



- Includes goals, objectives, methods/activities, timeline
- **Goals:** long-range benefits – can be a vision statement, utilize emotion
- **Objectives:** what will be done and when – use measurable terms
  - **Goal:** Reduce substance abuse in teenagers
  - **Outcome Objective:** Decrease alcohol related arrests among 15-17 year-olds by 15% during the first year of the project
  - **Process Objective:** Conduct 12 parent-child prevention education classes in the first year of the project.

# Methodology / Workplan



- Describe precise steps
- Use a timeline or task chart
- States reasons for your selection of methods
- Describe the sequence of activities
- Describe responsibilities
- List any innovative techniques or strategies

Objectives -Listed in Measurable Terms	Methodology/ Activities	Resources Personnel Responsible For Program Activity	Time/ Milestones	Evaluation Measure/ Process Outcome

Activity	Year 1				Year 2				Year 3				Year 4			
	1st Q	2nd Q	3rd Q	4th Q	1st Q	2nd Q	3rd Q	4th Q	1st Q	2nd Q	3rd Q	4th Q	1st Q	2nd Q	3rd Q	4th Q
Governance / Policy / Project Management	♦ Establish Advisory Committee and Subject Matter Expert Workgroup															
	♦ Hire Program Manager															
	♦ Advisory Committee meeting - project oversight, policy/practice change recommendations															
	♦ Subject Matter Expert Workgroup 1st meeting, then ad-hoc throughout project															
	♦ Grant close-out and evaluation completion activities															
Outreach and Public Education	♦ Mine student data records, id direct marketing targets															
	♦ Project web site development and launch															
	♦ Develop print marketing materials															
	♦ Target information updates															
	♦ Launch general marketing campaign and reruns															
	♦ Direct mail to individuals with most credits and recent attendance															
	♦ Direct mail to individuals with fewer credits / less recent attendance															
Centralized Student Services	♦ Call Center contract complete															
	♦ Develop online intake tool															
	♦ Establish phone tree protocols															
	♦ Call center staff training on adult centered programs															
	♦ Launch intake tool and call center															
	♦ Referrals taken by Program Manager															
	♦ Student Handbook complete															
	♦ Call Center begins referring individuals to schools															
Local Capacity Building	♦ Inventory College/University adult service capacity															
	♦ # of Colleges/Universities identified as partners with multiple service capacities															
	♦ Training of WFC and Veterans Center counselors															
	♦ Develop faculty SPL and adult centered learning curriculum and prior learning assessment guide															
	♦ Faculty professional development															
	♦ Conduct research and create roster of faculty with CPL/PLA expertise and update															

# Organization and Personnel



- Utilize information from your brochure or website
- Highlight success stories and unique qualities about your organization/staff
- Utilize quotes from clients and notables as testimonial
- Explain why it is that your organization is best suited to complete this project
- Describe qualifications and responsibilities of your staff or those to be hired



# Evaluation



- A way to pinpoint what is really happening in your project
- A mechanism to demonstrate value and need
- Identify precisely what will be evaluated
- Describe the information you will need and how you propose to collect it.
- Clarify the analysis you plan to make

# Sustainability



- **Present a specific plan to obtain funding if the project is to be continued**
  - Explore options including fees for services, any project product revenue, memberships, etc...
  - Identify who will take responsibility for continuation development.
- **Describe how maintenance and/or other project costs will be covered**
- **Include a listing of other funders you've approached, showing name of funder, date of request, amount of request and current status**
- **Show minimal reliance on future grant support**

# Budget



- Alternative way of illustrating your project
- Direct Costs vs. Indirect Costs
- Illustrate the basis for your calculations
- Know the components of your fringe benefit rate
- In multi-year budgets, allow for increases (annual %)
- Be as specific as possible
- Meet any matching fund requirements
- Illustrate matching contributions, their justification and source

# Letters of Support / Commitment



- Different requirements based on guidelines
- Form letter vs. original
  - Provide the basics: funding purpose, project overview and instructions for addressing and submission
  - Recommend one-page, 3 paragraphs: organization description, importance of project, commitment
- Start early

# Overall Tips



- **Follow the instructions**
- **Read and reread the guidelines**
- **Viewpoint of beneficiaries**
- **Your organization's goals**
- **Funder's objectives / priorities**
- **Have an impact – solve a problem**
- **Give yourself time**
- **Outside review**