Fundamentals of Grant Writing
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

**Idea** -> **Proposal** -> **Funded Project**

**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
  - 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

<table>
<thead>
<tr>
<th>Objectives - Listed in Measurable Terms</th>
<th>Methodology/Activities</th>
<th>Resources Personnel Responsible For Program Activity</th>
<th>Time/Milestones</th>
<th>Evaluation Measure/Process Outcome</th>
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<tbody>
<tr>
<td>Activity</td>
<td>Year 1</td>
<td>Year 2</td>
<td>Year 3</td>
<td>Year 4</td>
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<td>Establish Advisory Committee and Subject Matter Expert Workgroup</td>
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<td>Hire Program Manager</td>
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<td>Advisory Committee meeting - project oversight, policy/practice change recommendations</td>
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<td>Subject Matter Expert Workgroup 1st meeting, then ad-hoc throughout project</td>
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<td>Grant close-out and evaluation completion activities</td>
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<td>Mine student data records, id direct marketing targets</td>
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<td>Project website development and launch</td>
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<td>Develop print marketing materials</td>
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<td>Target information updates</td>
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<td>Launch general marketing campaign and reruns</td>
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<td>Direct mail to individuals with most credits and recent attendance</td>
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<td>Direct mail to individuals with fewer credits / less recent attendance</td>
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<td>Call Center contract complete</td>
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<td>Develop online intake tool</td>
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<td>Establish phone tree protocols</td>
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<td>Call center staff training on adult centered programs</td>
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<td>Launch intake tool and call center</td>
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<td>Referrals taken by Program Manager</td>
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<td>Student Handbook complete</td>
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<td>Call Center begins referring individuals to schools</td>
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<td>Inventory College/University adult service capacity</td>
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<td># of Colleges/Universities identified as partners with multiple service capacities</td>
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<td>15</td>
<td>24</td>
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<td>Training of WFC and Veterans Center counselors</td>
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<td>Develop faculty SPL and adult centered learning curriculum and prior learning assessment guide</td>
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<td>Faculty professional development</td>
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<td>Conduct research and create roster of faculty with CPL/PLA expertise and update</td>
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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