

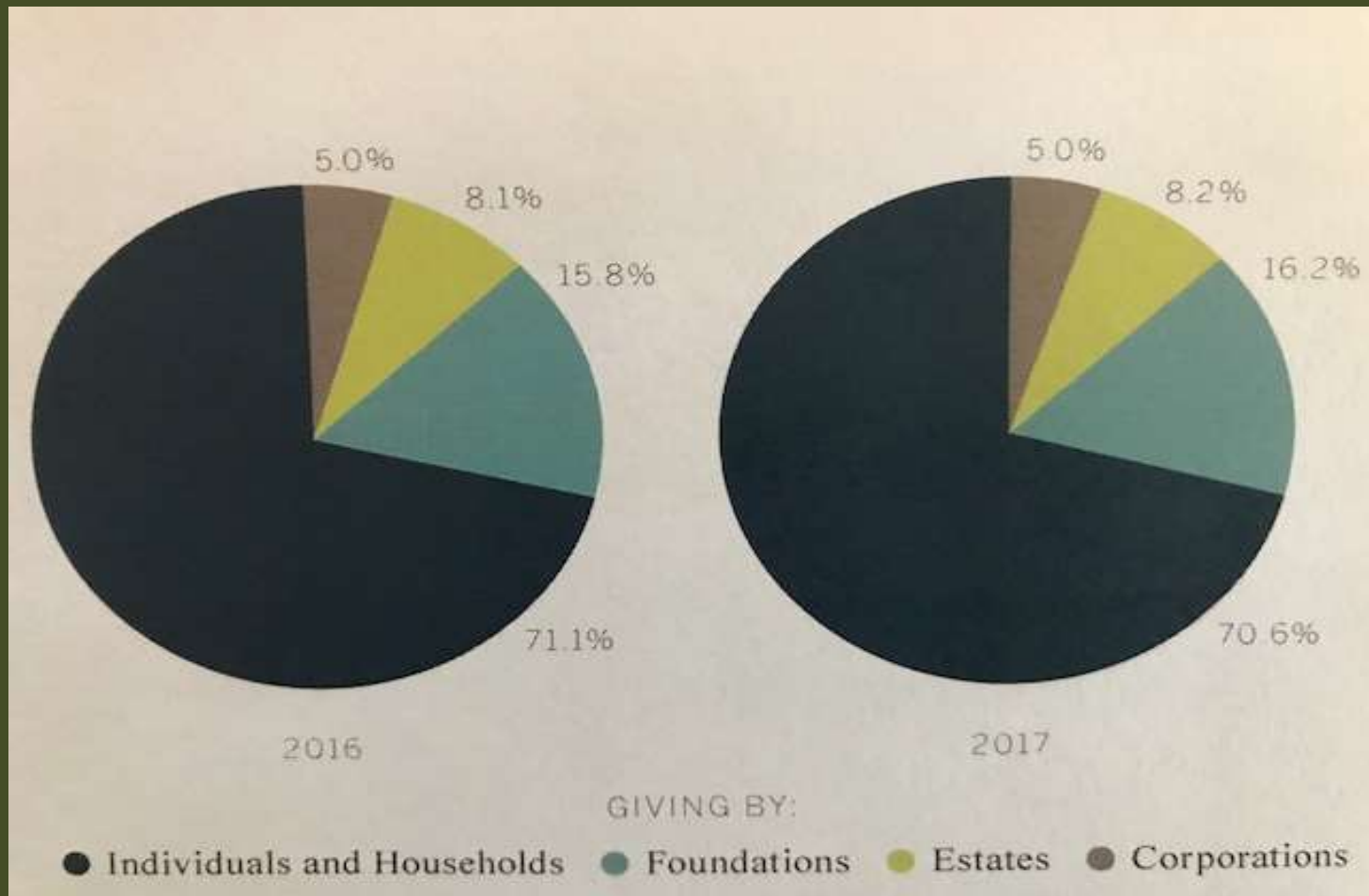
Grant Writing: Wheel of Fortune or Organizational Strategic Sustainability

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**Board & Fund Development, Collaborative Planning,
Presentations and Outcomes Assessment**

Your Goals for this Afternoon

Projected Giving 2017



Grant Ready Quiz

"You never get a second chance to make a good first impression." -- Will Rogers

Where To Start



Where To Start

- Understand Grant Writing
 - Talk to Colleagues
 - Read Grant Writing Guides
 - Read Funded & Unfunded Proposals
- Research Funders
 - Read RFPs
 - Read Websites
 - Read Award Profiles
 - Talk to Program Manager **
 - How does your organization's mission fit the mission of funders

Tell A Good Story

- “Good grant writing is good storytelling”
- “If it doesn’t make sense; it’s not true!”

Prospectus

- Write a Prospectus
 - What is your idea?
 - What is your project?
 - Why is it needed? Unique?
 - Who will it affect?
 - Where & When will it take place?
 - Who are the experts? How will they add value?
 - How much money do you need? What will it pay for?

Funder Grantee Lists & Profiles

- Study trends & patterns.
- Priority areas
- Scope
- Average award size
- Allowable & unallowable activities, costs

Finding Funders & Grantee Lists

- Government Grants – www.grants.gov
- The Foundation Center – www.foundationcenter.org
- GrantsWeb – www.srainternational.org/sra03/grantsweb/index.cfm
- Charitable Giving - <http://nccs.urban.org/data-statistics/charitable-giving-america-some-facts-and-figures>

An Effective Proposal

- Aligns with vision & mission of sponsor
- Speaks to the requirements
- Costs are reasonable
- Credible organization & personnel/recipient
- Compelling specific problem
- Interesting approach
- Skilled personnel
- Clear benefits
- Plans for sustainability
- Source: A Guide to Proposal Planning and Writing by Jeremy T. Miner & Lynn E. Miner

Proposal Elements

- Title
- Abstract or Summary
- Introduction
- Need Statement
- Goals & Objectives
- Project Plan, Method, Approach
- Evaluation Plan
- Dissemination Plan
- Timeline
- Sustainability Plan
- Budget & Justification
- Support Materials
 - Letters, CV, resources

Grant Abstract

- Clear to anyone who is reading it.
- Capture the reader's attention
- Present a compelling idea
- Present proposed project in a logical manner
- Use active, engaging language

Grant Need Statement

- Rationale for the project & request
- Demonstrate that you understand the context of the situation
- Give concrete evidence to support claims
 - Statistics, Quotes, Reports
- Document importance of your project
 - To the community that will be impacted
 - To organizations & the funder supporting it

Goals & Objectives

- Goals are the vision of the project
- Objectives are outcomes based, documented, measurable, and quantifiable
- Goals & Objectives anchor grant storytelling

Project Plan

- ****Follow sponsor's guidelines carefully.**
- How will the project be carried out
 - What will you do?
 - How will you do it?
 - Who will do it?
 - How will it be accessed?
 - What will be the outcomes?
 - What is your strategy for continuing the project when the money runs out?

Grant Budget

- Present the budget in easy to read format
- Determine what costs are allowable
- Include a separate budget justification document
- Be specific
- Verify policy on indirect cost, cost sharing

Grant Application Review

- Review the grant application to be sure you have followed the guidelines!
- Check for grammar, spelling and format.
- Have objective colleagues critique the grant application for feedback.
- Take a break and come back with fresh eyes to review it again before you submit.

Grant Review Panels

- Made up of professionals who review grant applications.
- Most do not have expertise in your area but several will.
- The title is important!
- Make grant application as easy for them to read as possible.
- Be sure to follow their guidelines!

Conclusion

- Know your funder.
- Develop a relationship with funder or foundation manager!
- Read, reread funder guidelines again!
- Prepare funder with a good story.
- Connect to community issues & trends.
- Ask for feedback, write multiple drafts before you submit.
- Continue learning.

References

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- **Family and Community Services Grant Information - for FY2018**
<http://www.dhs.state.il.us/page.aspx?item=92470>
- **The Foundation Center – www.foundationcenter.org**
- **Foundation Directory - [*Foundation Directory Online*](#)**

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- **Grantspace.org**
- <http://grantspace.org/tools/knowledge-base/Funding-Resources/Foundations/approaching-foundations>
- **Libraries** - [libraries and Funding Information Network partners](#)
- **Venable, J. Grant Writing 101: It's Not Rocket Surgery. Worksupport.com**
- **The Philanthropy Outlook 2016-2017 p. 7**

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