Grant Writing: Wheel of Fortune or Organizational Strategic Sustainability

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Your Goals for this Afternoon
Grant Ready Quiz

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

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Where To Start

Conceive the project

Find a grant

Submit proposal

Write proposal

Get award & Implement

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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

- The Foundation Center – www.foundationcenter.org
- GrantsWeb – www.srainternational.org/sra03/grantsweb/index.cfm
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

• Boardsource.org

• Funding Tips - Communicating with Potential Funders. :
  http://www.dhs.state.il.us/page.aspx?item=4805

• Family and Community Services Grant Information - for FY2018
  http://www.dhs.state.il.us/page.aspx?item=92470

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