



Grant Writing Made Easy

Through your
commitment to
project and
dedication of your
talents...

Tillie Harris, Ph.D.



Workshop Goals:

- Increase knowledge of the grant writing process
- Experience in reviewing funding information to determine alignment with your institution's needs/goals
- Develop a project outline/concept paper addressing a grant RFP
- Make an individual commitment to be involved in preparing a full grant proposal

Grant writing made easy...

“Where shall I begin?” He asked.

“Begin at the beginning,” the King said,
“and stop when you get to the end.”



Lewis Carroll, Alice in Wonderland



The truth about writing grants...

- Developing a successful grant “system” takes work...
- Funders don’t care what you need or want to do...
- Better to write one grant and be awarded than use a “shotgun” approach...
- Ask for the specific amount of money you need...
- Good applications can be helped to the top...

The truth about writing grants...

- Best way to never get a grant:
 - Don't write one!
- Best way to get a grant:
 - Follow the instructions!



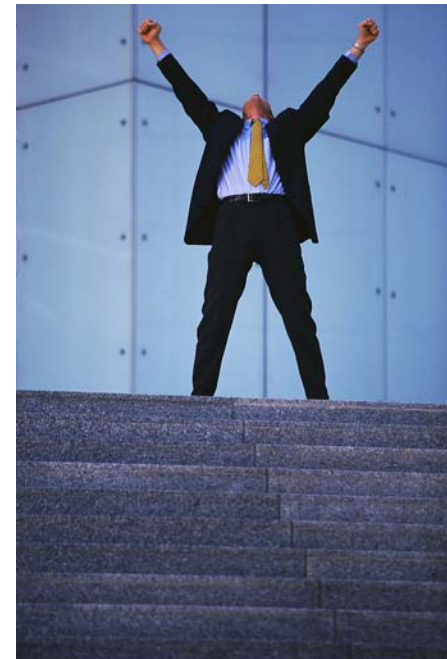
Steps to Successful Grantsmanship

- Know who you are and what you want to accomplish
- Know what needs to be done and how you want to achieve it



Steps to Success

- Build a relationship with the funding source
- Write a winning proposal
- Follow through!



Funding Resources

- Public Sources of Funding

Federal Agencies

Non-Competitive (Formula Grants, Entitlements/Block Grants generally awarded through states , counties or cities)

Competitive (Federal agency awards to a specific grantee in response to a request for proposals or notice of funds available)

State and Local Agencies





Types of Funding

- Private Sources of Funding



Foundations

General support, Endowments, Project Grants, Challenge (Matching) Grants, Fellowship, and Capitol Grants

Corporations

Direct Cash, Donations, (equipment, facilities, land, employee services, etc.), Marketing and Promotion Products (creating income)



Types of Funding

Professional and Trade Associations

Including groups such as fraternities, sororities, labor unions, etc. – generally smaller \$ for a specific purpose

Fundraising Activities

Activities an organization sponsors to fund specific projects





Advantages of Funding Sources

■ Public

- Purpose set by legislation
- Most likely to award large contracts
- Most likely to pay all project costs
- Use prescribed formats for proposals
- Most likely to offer technical assistance
- Funds available to a wider array of organizations

■ Private

- Focus on “emerging issues”
- Wide range in size of available grants
- Willing to support start-up funds
- Complex proposals are not always required
- May provide alternative forms of assistance
- Often fewer applications because of specificity



Disadvantages of Funding Sources

■ Public

More bureaucratic

Complex proposal requirements and compliance procedures

Sometimes difficult to sell new ideas/high risk approaches

Changing political trends...

■ Private

Grants are usually smaller

Information on policy and procedures and must be researched

Limited staff, less opportunity for personal contact

Less likely to cover all project costs (often no indirect)

Decision Points for Government Grants

- Who is eligible?
- What is the deadline(s)?
- What is the CFDA number?
- What is the award amount per grant?



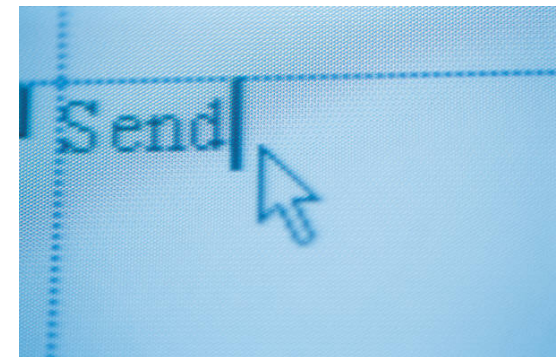
Decision Points For Government Grants

- How many projects will be funded?
- Is there a match requirement?
- Where do I get the full application?
- What are the format requirements?



Decision Points For Government Grants

- What forms are required and what/whose signatures are needed?
- Who is the program contact?
- Where do I submit the application and in what form?





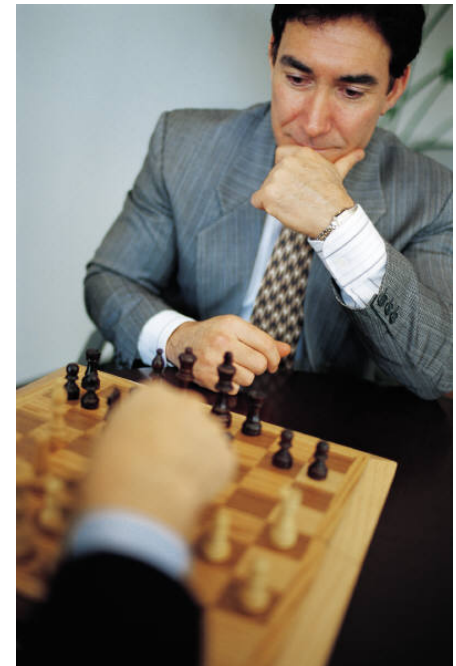
Decision Points For Foundation Grants

- Research Foundations – select 5 to 10 related to project need
- Check annual reports – look for match
- Develop/draft proposal
- Make contacts and ask questions
- Revise proposal – meet deadlines



Decision Points For Corporate Grants

- Develop prospects through research
- Find and use a champion
- Determine match/prepare proposal
- Make contacts
- Follow proposal requirements (application, presentation, etc.)



Be Prepared

- What is the problem?
- What data demonstrate that need?
- What project idea do you propose?
- What are the goals and objectives?



Be Prepared



- How long will it take to implement your project?
- How will you know your project was successful?
- What resources (time, money, staff) do you need?

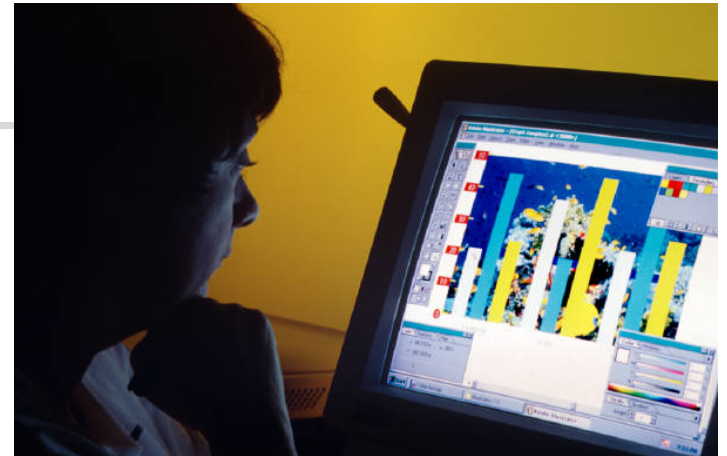
Be Prepared

- Ask others for advice
- Identify a funder and check your eligibility
- Obtain guidelines on procedures
- Ask questions of the funder
- WRITE – follow the instructions!



Factors Considered in a Grant Award

- Capacity of the Application and Organization
- Extent of the Need/Problem
- Balanced Approach/Clear Proposal
- Utilizing Available Resources
- Project Evaluation/Results



Proposal Details

“In language, clarity
is everything...”

- Confucius



Proposal Summary/Abstract

A clear concise summary should contain:

- Identification of applicant and credibility
- Issue/problem to be met



Abstract/Summary

- Objectives to be achieved
- Activities to be conducted to achieve objectives
- Total cost of the project and amount requested



Needs Statement

- Interesting to read and accurate
- Related to purposes and goals of your organization
- Supported by evidence (data)



Needs Statement

- Is responsible – issue/situation you can really do something about over the course of the grant
- Stated in terms of the clients or beneficiaries



Objectives



- Describes problem – related outcomes (not methods) of your program (to increase, reduce, etc.)
- Measurable and demonstrates effectiveness
“Who is doing what, when, how much, and it will be measured by...”

Objectives



- Defines the population served
- Includes the time involved
- Described in numerical terms (if possible)

Objectives

Specific

Measurable

Attainable

Relevant

Time-bound



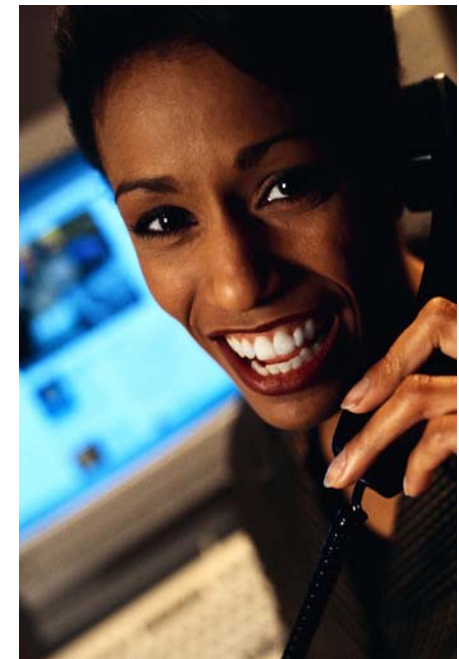
Methods



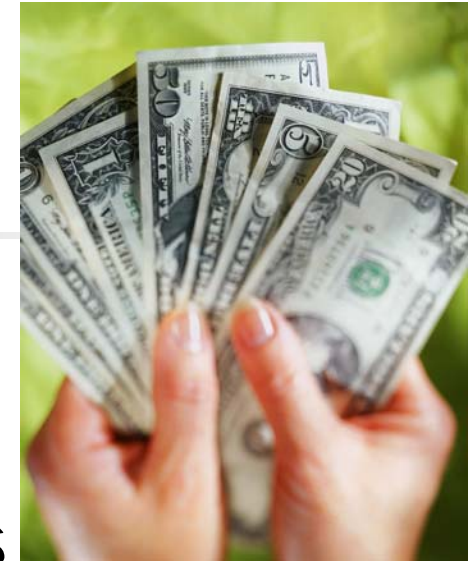
- Flows naturally from problem and objectives
- Clearly describes program activities
- States reason for activities

Methods

- Describes staff and client selection
- Shows that time and resources requested will achieve objectives



Budget



- The budget should include all costs for all years of the grant.
- Read and understand the budget form(s).

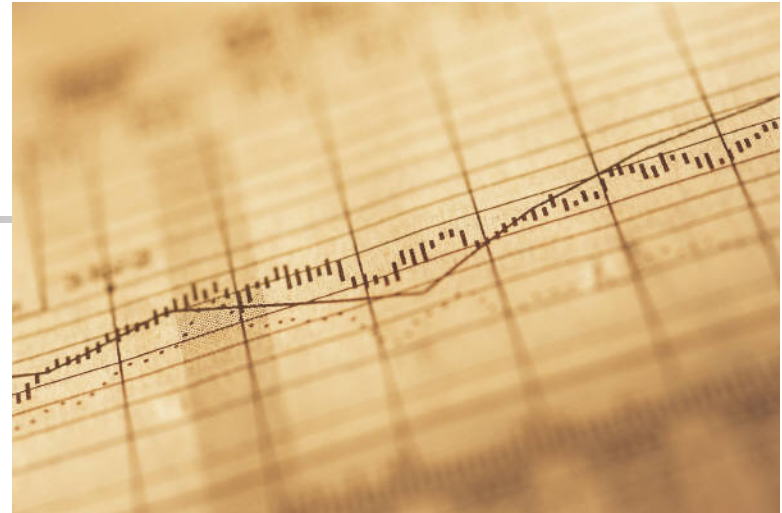
Budget

- The budget should demonstrate that grant funds are aligned with funding agency policies.
 - Describe how costs are derived.
 - Discuss necessity and reasonableness.
 - Describe specific functions of personnel, consultants, purchases, etc.

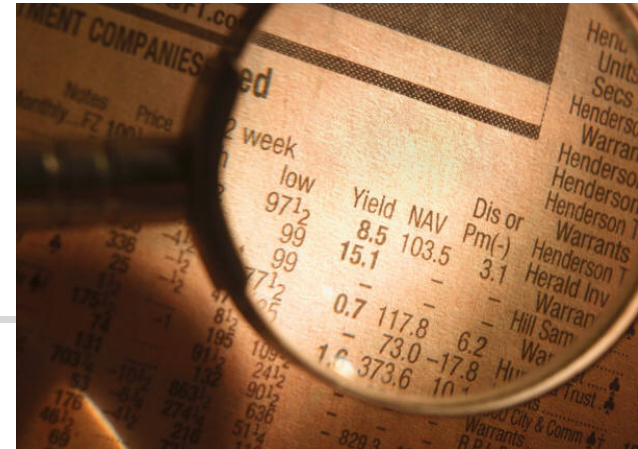


Budget

- Match activities, resources, and staff to cost/budgetary items.
- Budget narrative and project narrative must match – referencing same activities, resources needed, etc.
- Triple-check mathematics!



Evaluation



Clarifies program objectives...

- Process evaluation – program has been conducted in a way that is consistent with plan/proposal
- Product evaluation – measures outcomes, impact, or summative evaluation

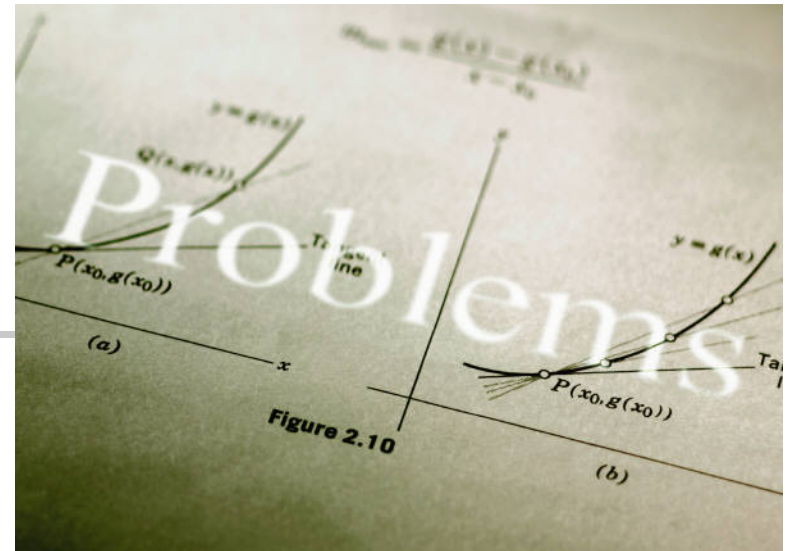
Evaluation

- Define evaluation criteria
- Identifies data gathering methods
- Explains any tests or surveys
- Describes process of data analysis and how results will be used



Concept Paper

- Describe your project in 2 to 4 pages
- Identify the need the project addresses
- Discuss what has been done to address the problem
- Explain your solution



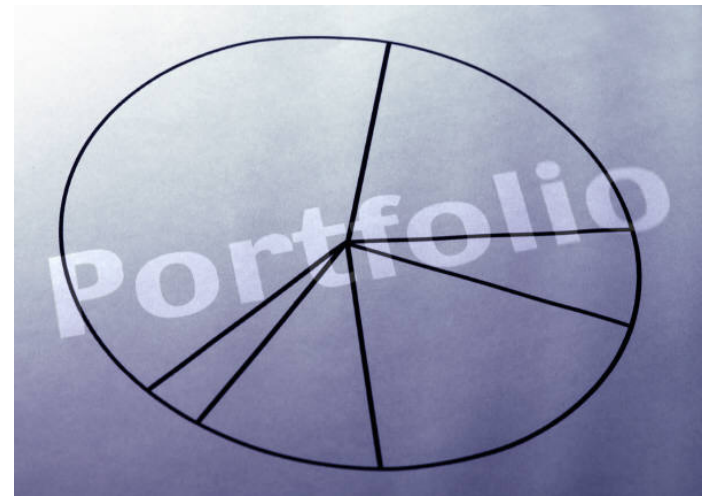
Concept Paper

- Report your baseline data
- Identify resources you have/need
- Develop a timeline for activities
- Define anticipated outcomes



Concept Paper Components

- One page cover letter
- Abstract
- Introduction
- Needs Statement
- Program Description
- Evaluation



Concept Paper

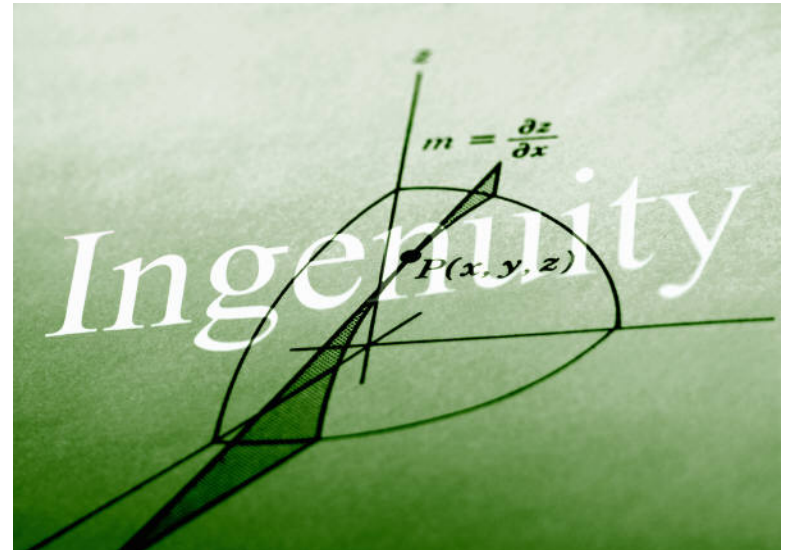


■ Program Description

- What you are doing and for whom?
- Plan to address the need/problem
- Install confidence to alleviate questions
- What, how, for, whom, how many –
- Staffing
- Sites and timeline

Commonly Cited Proposal Weaknesses

- Problem is not one of interest to funder
- Reader cannot locate scoring information
- Missing or incomplete answers



Useful Tips

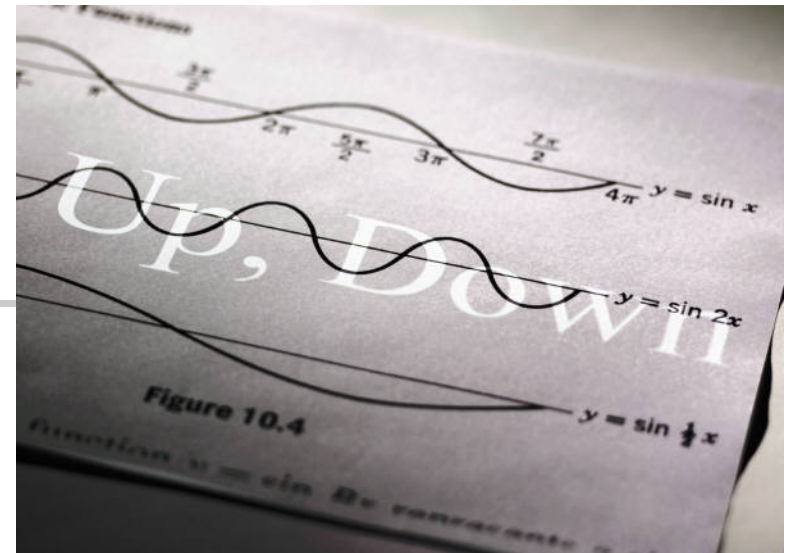


- Make the proposal structure clear
- Make proposals easy to skim and FIND answers
- Use active verbs and simple constructions
- Convey enthusiasm

Visual Aides

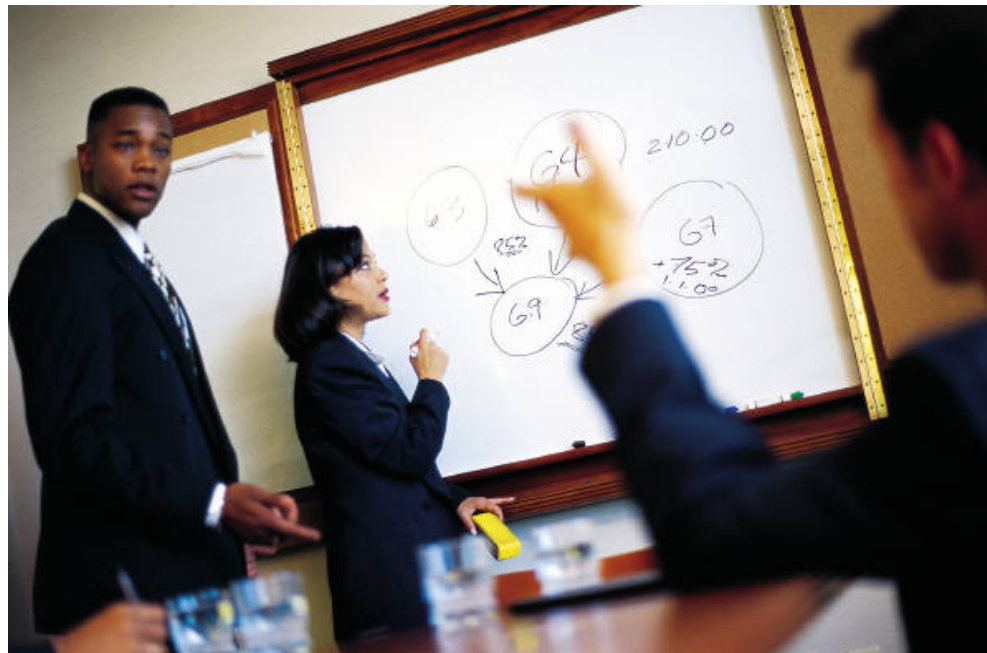
Charts, tables, maps, and graphs can:

- Maximize space
- Emphasize main points
- Allow for quick comparisons (make sure symbols are clear when copied!)



Accountability

Established financial procedures and protocols must be followed!



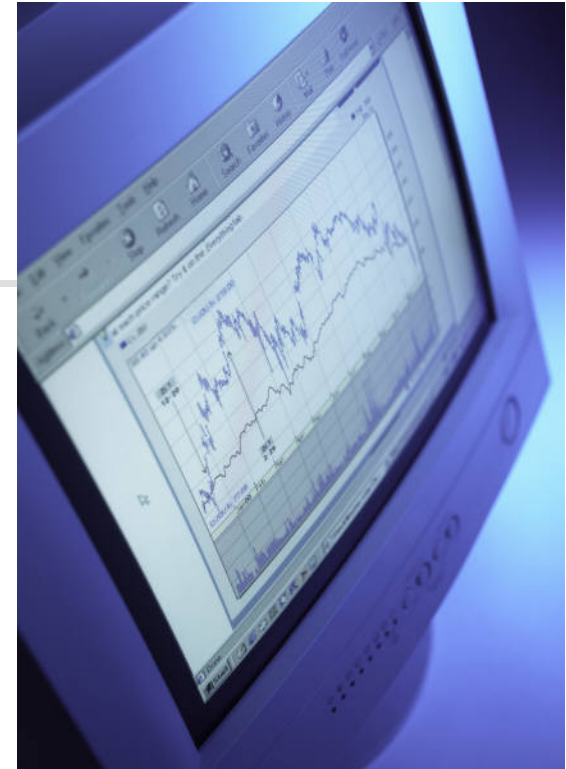
Weakness

- Problem Statement is not well defined, documented, or understandable
- Objectives are too vague or not measurable
- Objectives do not match problem statement(s)



Weaknesses

- Budget is not substantiated by the narrative (items not explained) and/or costs for budget items are inaccurate or inflated
- Use of jargon, abbreviations, and/or buzzwords (readers may not know)



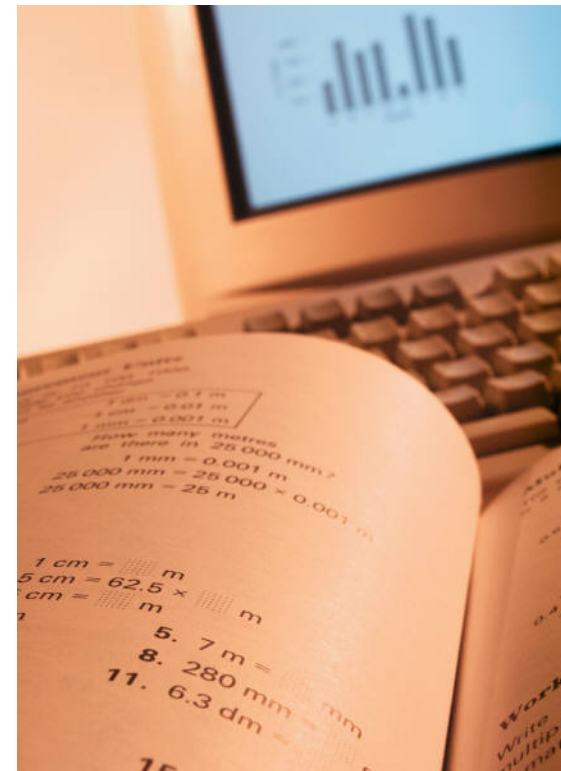
Weaknesses



- Staff responsibilities are not explained (time commitment)
- Evaluation is only summative
- Evaluation lacks details

Accountability

- Be able to identify costs by program and type of service (itemized)
- Keep track of program properly



Accountability

- Differentiate between types of property
- Document in-kind and cash match
- Document payroll
- Participant records



Accountability

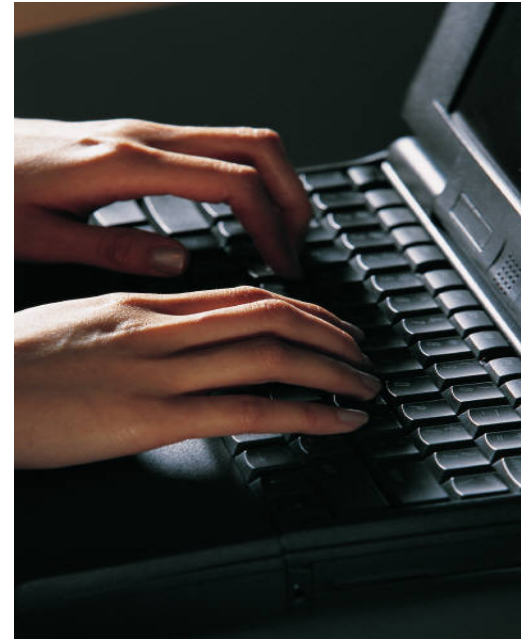
- Monitor progress on project objectives
- Complete evaluation process **REPORT!**



Audit Process

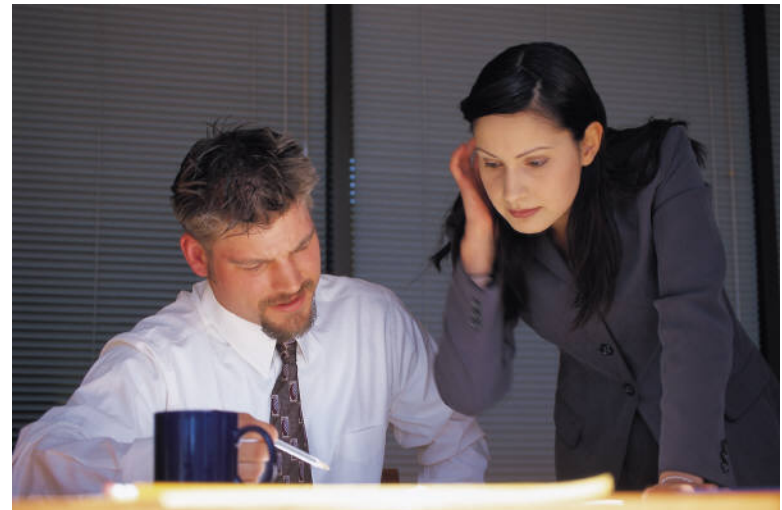
- Technical assistance can improve accountability

- Citations
 - Non-compliance with requirements
 - Inappropriate expenditures (usually requires repayment)
 - Lack of documentation



Partnerships

A cooperative arrangement
Where each entity keeps his/her
Identity and the group works together
towards a common goal.



Partnerships/Networking

- Local community (individuals)
- Agencies (federal, state, local)
- Providers of services (organizations)
- Businesses



Build Credibility

- Governmental connections
- Fiscal/Accounting
- Law/Legal Issues
- Data Collection
- Research Analysis



Results

- Focus on project goals
- If awarded – celebrate and then get to work
- If not selected – ask why and write again!





Master the Techniques of Writing Superior and Winning Proposals

- Following the discussed procedures:
- You can master the techniques of writing superior and winning proposals.
- The End