

Basic Principles of Successful Grant Writing



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Welcome!

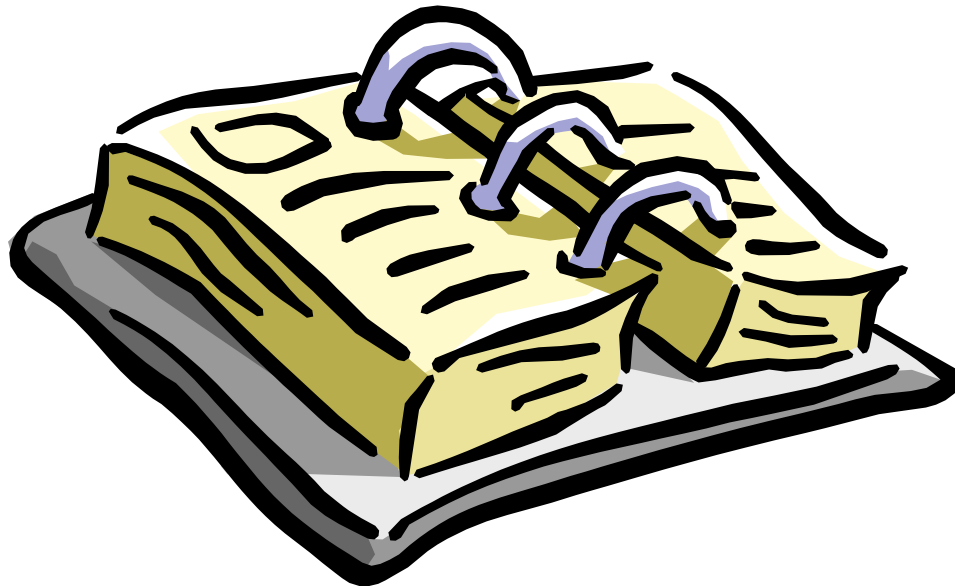
- Grant Writing Basic Principles is designed to help you:
 - Identify key elements of successful grant writing
 - Determine the right funding source for your program
 - Write grant proposals funders want



Overview

- Grant Writing Basics
- Funds and Funders
- Developing a Funding Strategy
- What the Funder is Seeking
- Key Elements of a Grant
- Other Resources

Grant Writing Basics





Preparing to Write the Grant Proposal

- A fundamental element is relationship building with funding sources
- Grants are essential to expanding program/project resources
- Most grants are awarded on a competitive basis



Before You Write the Grant Proposal

- Obtain grant proposal guidelines
- Review eligibility requirements
- Identify match/leveraging requirements
- Know the submission deadline
- Determine personnel needs
- Other administrative requirements



Other Important Points

- Supporting materials
 - Letters of endorsement/support
 - Résumés
 - Exhibit charts/tables
- Signatures
- Submission format
- Delivery requirements



Key Elements of a Grant Proposal

- Cover letter
- Title page
- Summary/Abstract
- Introduction
- Needs assessment
- Goals and objectives
- Project description



Key Elements of a Grant Proposal

- Future plans/Capacity building
- Facilities and Equipment
- Staffing and Administration
- Timetable
- Evaluation method
- Budget
- “Corporate” résumé



Qualities of a Good Grant Proposal

- *It's clear!*
- *It's precise!*
- *It's persuasive!*



After You Submit the Grant Proposal

- Contact the funder
- Request feedback
- Send a thank-you letter
- Keep funders involved with program activities

Funds and Funders





Types of Funds

- Public funds (Government)
 - City
 - County
 - State
 - Federal



Types of Funds

- Foundation (Private sector)
 - Community Based
 - National
 - Special Interest
 - Family
 - Corporate



Types of Funders - Government

- Government
 - Request for Proposal (RFP)
 - Request for Application (RFA)
 - Notice of Funding Availability (NOFA)



Types of Funders - Foundations

- Foundations
 - Community based
 - National
 - Special Interest
 - Family foundations
 - Corporate or company-based

Developing a Funding Strategy





What Is a Funding Strategy and Why Is One Needed?

- An effective funding strategy:
 - Helps identify needs and resources
 - Builds upon overall mission and goals
 - Addresses the gaps in resources



Developing a Funding Strategy

- Developing your project idea
- Assessing your capability to seek funding
- Researching potential funding sources and developing a relationship with them
- Developing credibility



Developing Your Project Idea

- What new programs are you planning for the next two to three years?
- Which of the above programs are compatible with your current mission and purpose?
- What community needs does each program address?



Developing Your Project Idea

- Is the service already being provided by another agency?
- What members of your community would support your program?
- Do you currently have the expertise to take on each program?



Assessing Your Capability to Seek Funding

- What makes you competitive?
- What is your reputation in the community?
- Are prior funders satisfied with your performance?
- What is the capability of staff?
- What would be the financial impact; do you have match?



Assessing Your Capability to Seek Funding

- Do you have the expertise and flexibility within your organization to implement the project, if funded?
- Do you have to seek assistance?
- Do you have essential support systems?
- What are your collaborative options?



Researching Potential Funders

- Make initial contact
 - Phone call
 - Letter of inquiry or intent
- Relationship building
 - Who do you know
 - Shop your ideas with funders



Researching Potential Funders

- Make collaborative efforts
 - Work with other organizations
 - Work with other partners
- Document need
 - Gather your statistics
 - Gather focus groups, conduct surveys, collect anecdotal data



Researching Potential Funders

- Document leverage
 - Letters of Commitment
 - Memoranda of Understanding

What the Funder Is Seeking





What the Funder Is Seeking

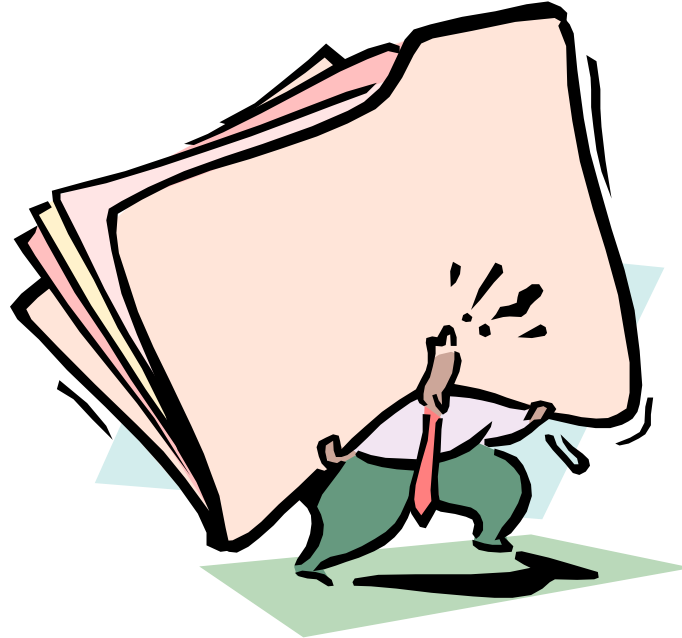
- What is the community need being addressed?
- What would an improved community situation look like?
- What can your organization do to improve the situation?



What the Funder Is Seeking

- How will your project document its success?
- How much will the project cost?
- How will the project be funded in the future?

Key Elements of a Grant Proposal





Key Elements of a Grant Proposal

- Cover letter
- Abstract (sometimes required)
- Headers/table of contents



Key Elements of a Grant Proposal

- Needs assessment
 - Begins with a community analysis
 - Goal is a better understanding of what makes a community function effectively
 - Includes identification of:
 - Community members
 - Geographic boundaries
 - Needs, interests, skills of members
 - Available supportive services



Key Elements of a Grant Proposal

- Needs assessment
 - Community
 - City and state
 - Program/project-specific resources



Key Elements of a Grant Proposal

- Project description
 - Goals
 - Qualitative
 - Abstract
 - Long-term
 - Objectives
 - Quantitative
 - Specific
 - Short-term
 - Method



Key Elements of a Proposal

- Budget formats
 - Line-item budget
 - Budget narrative
- Budget components
 - Salaries
 - Fringe benefits
 - Supplies and materials
 - Equipment



Key Elements of a Proposal

- Budget components (continued)
 - Consultant/contractual fees
 - Travel
 - Construction [Not allowed in most]
 - Overhead/indirect costs
 - Matching funds
 - Other



Key Elements of a Grant Proposal

- Organization/capacity
 - Personnel
 - Facilities
 - Equipment
 - Experience
 - Partnerships
 - Unique or special resources
 - Sustainability/scalability



Key Elements of a Grant Proposal

- Benefits of evaluation
 - Stronger proposal in reviewer's eyes
 - Strengthens the program before implementation
 - Assures that funds are being used as intended



Key Elements of a Grant Proposal

- Approaches to evaluation
 - <External versus Internal>
 - Quantitative
 - Qualitative



Key Elements of a Grant Proposal

- Executive summary/conclusion
 - Date
 - Contact person(s)
 - Complete information for organization and contact person(s)
 - Purpose of funding request
 - Information on whom the program will benefit



Key Elements of a Grant Proposal

- Executive summary/conclusion (continued)
 - Total annual organizational budget
 - Dollar amount being requested
 - Total giving history from funder
 - Period funding request will cover
 - Signature of Executive Director and/or Board Chairperson



Grant Writing Tips

■ **Know Why Proposals Fail**

5 Mistakes Communities Often Make When Seeking Grants

1. Not starting with a clear plan to guide your work and your fund raising.
2. Not having a long-term plan for raising money.
3. Not learning enough about a Foundation whose money you seek.
4. Not focusing enough on building relationships with funders.
5. Not being realistic about what you can accomplish.



Grant Writing Tips

- See The Grant Proposal Through the Reviewers Eyes

Funders are interested in the needs you meet, not the needs you have:

Why a grant is needed, focus on what it will do for your community and your constituency, not for your organization.



Triple check your numbers!





Independent Review

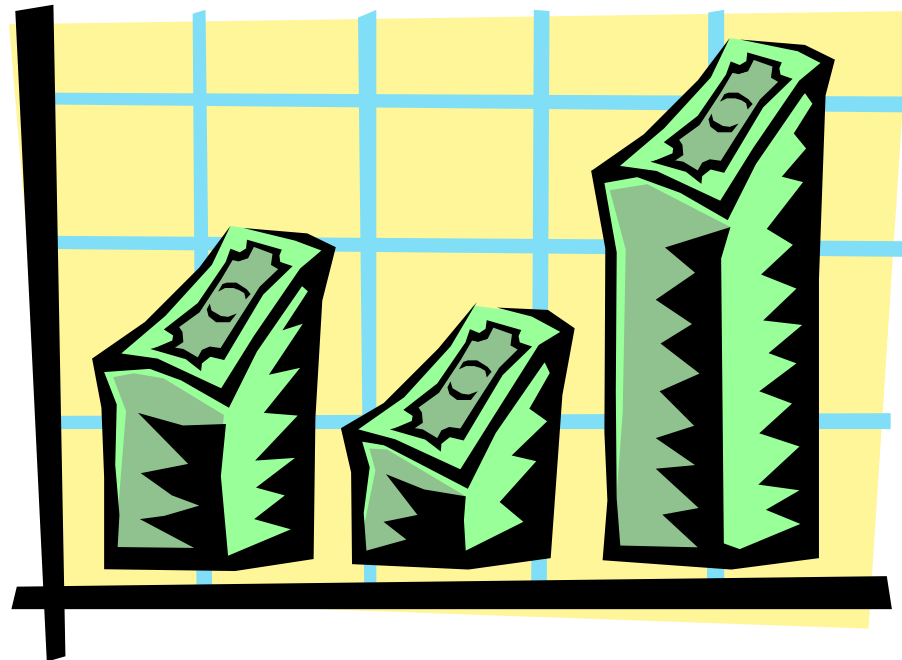




READY TO SUBMIT



Other Resources





Popular Web Sites

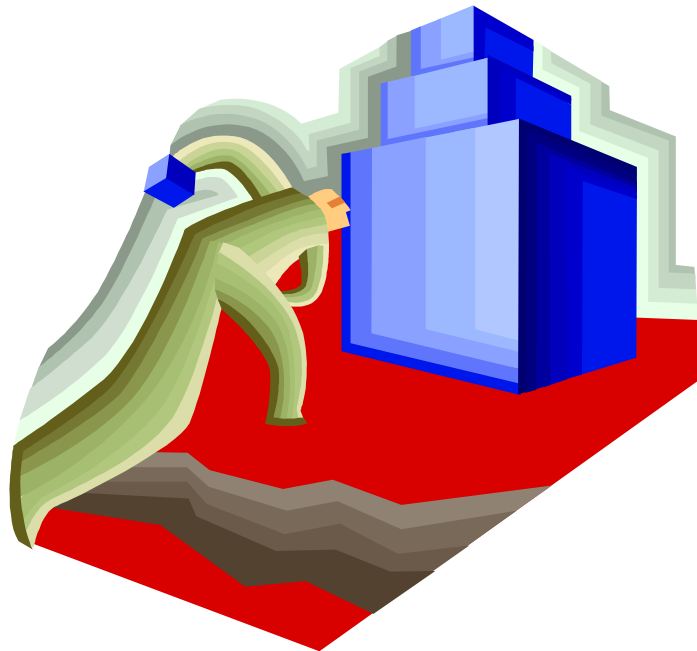
- The Foundation Center
 - www.fdncenter.org
- Foundations On-Line
 - www.foundations.org
- The Grantsmanship Center
 - www.tgci.com
- Nonprofit Resource Center
 - www.not-for-profit.org



Other Resources

- Funding Directories
- Foundation Annual Reports
- Professional Memberships

Summary





What We Covered

- Grant writing basics
- The types of funds and funders
- Developing a funding strategy
- Key elements of a proposal



What We Discussed

- The importance of:
 - Analyzing what you need
 - Researching to find the right funding source
 - Meeting the funder's needs when writing a proposal



What We Should Remember

- Things to remember about what funders want:
 - Simple, concise language
 - Complete proposals that include all the information they asked for
 - Presentable and organized proposals