Grant Writing:
The Good, The Bad, The Ugly

Grants Development History

RESEARCH**ASSOCIATES**
THE GRANT EXPERTS

- Founded 1986

- Track Record

- Grant Categories

- TA & Capacity Building Services

Fundraising v. Grantwriting

- Highly competitive

- Battling for the same funds

- Limited and often-shrinking pool of funds

Fundraising v. Grantwriting

Fundraising is:

- Directed to individual and corporate donors
- Often short-term, aggressive
- Sometimes one-time or event-specific
- Often raises funds for agency operations
- Sometimes raises funds for specific populations

Money is the goal!

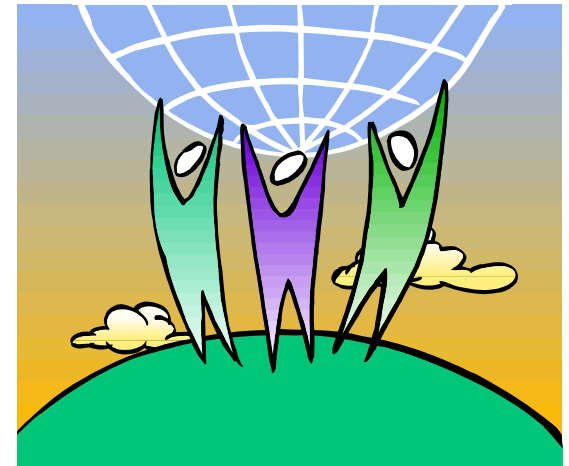# Successful Grant Proposals

1. **Identify community needs**
   - Reveal problems
   - Document problems
   - Help a targeted population

2. **Propose creative solutions**
   - Prevent or alleviate a community problem
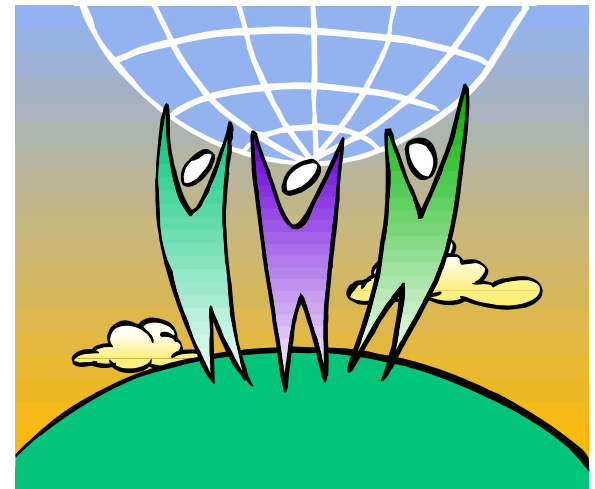   - Employ innovative approaches
   - New programs

Successful Grant Proposals

3. **Include extras**
   - New knowledge
   - Program-driven budgets
   - Dissemination of findings
   - Community partnerships or collaborations

Identify The Best Funding Source

SHOW US THE MONEY!

The Grantseeker's Resources

→ **Government**
- → Federal
- → State
- → Local

→ **Private**
- → Foundations
- → Corporations

Federal Government Grant Sources

Pro

- Largest Awards
- Multiple Years

Con

- Complex
- Competitive
- Recently Increased Accountability

Locating Federal Grants

- Federal Register
  - Subscription
  - Large Libraries
  - Online: www.gpoaccess.gov/fr/
- Grants.gov

Private Funding: Foundations

Foundations vary in:

- Scope
- Grant size
- Reporting and audit requirements
- Application requirements

Foundation Focus

- Creative projects

- Testing new strategies

- Disseminating information

Types of Foundations

Independent

- Single source funding
- Directors and trustees
- Serve the public good

Family

- Independent
- Funded by one family

Community

- Publicly supported
- Specific community
- Board of directors
- Endowment

Private Funding: Corporations

Corporate Giving Programs

- Donations from the company, from employees, or both
- May be cash, products, or manpower
- Concept papers often identify recipients

Company-Sponsored Foundations

- Separate legal entity
- Board of directors
- Regularly award grants

Corporations

Corporations want to:

- Promote their products
- Increase profits
- Create public awareness
- Assist employees and their families
- Train the future workforce

Locating Private Funders

- Internet
- Newsletters
- Professional organizations
- Networking

Understanding Guidelines

Who?
- Target population
- Past grantees

What?
- Funder's focus
- Supported activities

When?
- Timeframe

Where?
- Geographic restrictions

How?
- Contact method
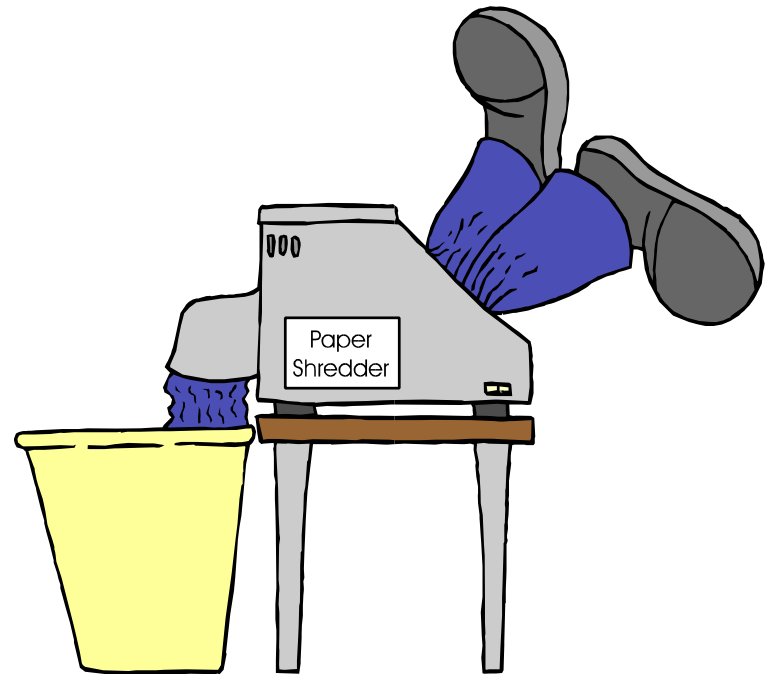- Application or concept paper

Prepare the Agency

LAYING THE FOUNDATION FOR SUCCESS!

Reasons We Fail to Obtain Grants

- Negative attitude
- Inattention to detail
- Unaware of opportunities
- No organized agency grants process

Paper Shredder

Building a Successful Process

- Establish clear guidelines
- Provide administrative support
- Reward success!
- Involve others
- Create a grants team

Agency Grants Teams

- Identify those interested
- Provide training
- Seek local funds
- Let teams choose grants to pursue
- Analyze failures and resubmit

Grants Team Members

A **leader** plus:

- Skilled writer
- Experienced word processor
- Community key informant

- Statistics researcher
- Budget developer
- Literature researcher
- Proofreaders
- *Gopher!*

Conduct A Community Needs Assessment

DIGGING FOR THE DIRT!

Assessing Community Needs

Review Available Resources

- Examine statistics and existing studies

Collect Your Own Information

- Surveys, interviews, and focus groups
- Community meetings
- Input from target population

Seek Input from Diverse Sources

- Experts
- Conferences
- Colleagues

Preparing the Proposal
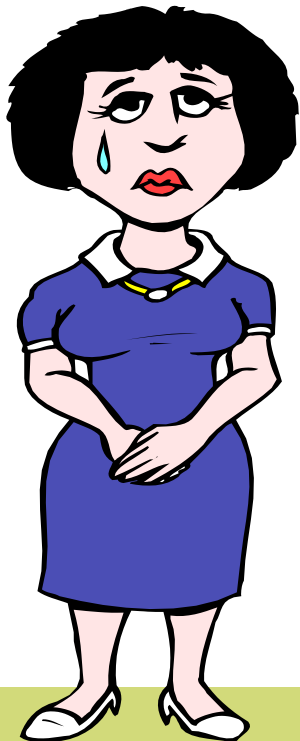
STANDING OUT IN THE CROWD!

Writing Problem Statements

Making Reviewers Cry

- Engage readers
- Use drama – but never rely on it
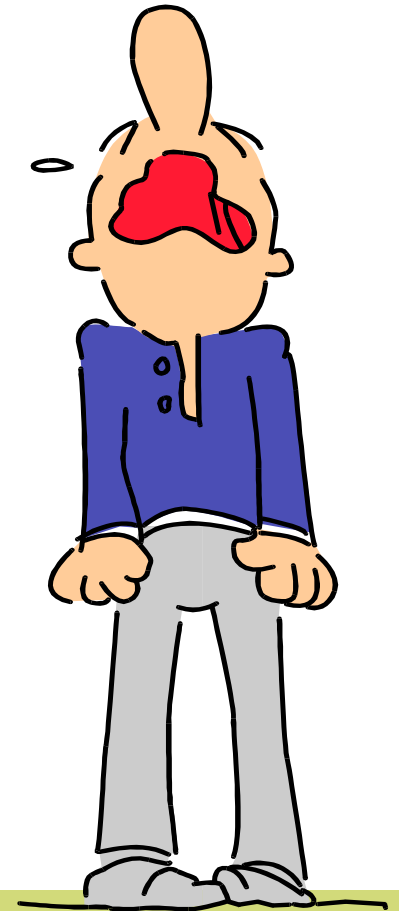- Compel readers to help

Writing Style Tips

- Clear language
- Highlight significant statistics
  - Bullets
  - Tables
  - Graphs or charts
- Write numbers as figures

The Secret to Getting Started

1. The problem is ...

2. The problem is caused by ...

3. Long term and without intervention ...

And then...

Expand the needs description…

4. The following statistics provide clear evidence…

   Transition to supporting facts and statistics:

   - Use several sources for statistics
   - Create logical paragraphs
   - Provide closure

Writing the Approach

Casting Your Spell!

- Tell your story
- Include details
- Use chronological order
- Write clearly and concisely

Seven Secrets . . .

1. Begin with the goals

2. Provide an overview or "big picture"

3. <u>Always</u> include an advisory committee

Seven Secrets . . .

4. Describe the target population

5. Cite the literature

6. Tie activities to needs

7. Explain why each activity is important

Develop Program Strategies

METHODS FOR CREATING AN INNOVATIVE AND REALISTIC APPROACH

Sources

- **Do Research**
  - Literature
  - Model programs

- **Seek Advice from Others**
  - Experts and professionals
  - Key informants
  - Public forums
  - Grants consultants

More Sources

- **Review Existing Solutions**
  - RFPs
  - Funded grants
  - Directors of other programs

- **Get Involved**
  - Existing programs
  - Conferences
  - Community meetings

Sources for Innovative Program Strategies

- **Begin "at Home"**

  ○ Agency administrators
  ○ Line staff
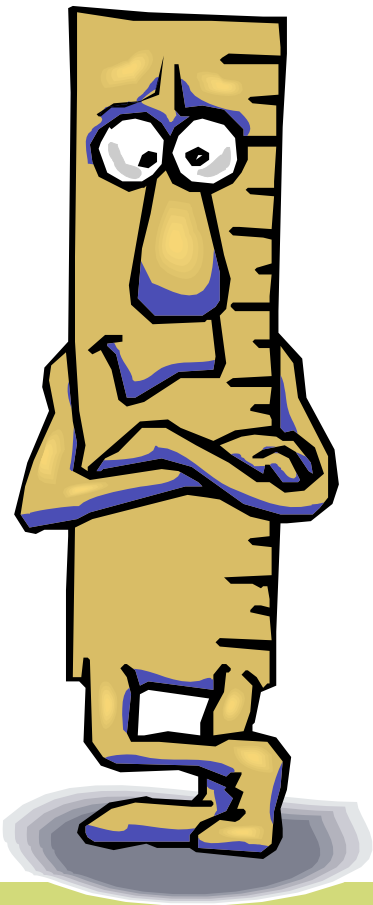 ○ Target population

Program Goals

- Justify your program

- Reflect goals of funders

- One is almost always adequate

- Are not measurable

- Rarely *solve* problems!

Program Objectives

- Reflect program components

- Specify minimum measures
  - Target number or percent
  - Time frame

- Should have qualifiers
 - At most
  - At least

Goal 1 – To reduce highway fatalities in River County

Objective 1A. To conduct a "Seat Belts Save Lives" media campaign in River County to include at least 6 billboards, no less than 4 weeks each, between 6/1/08 and 8/31/08.
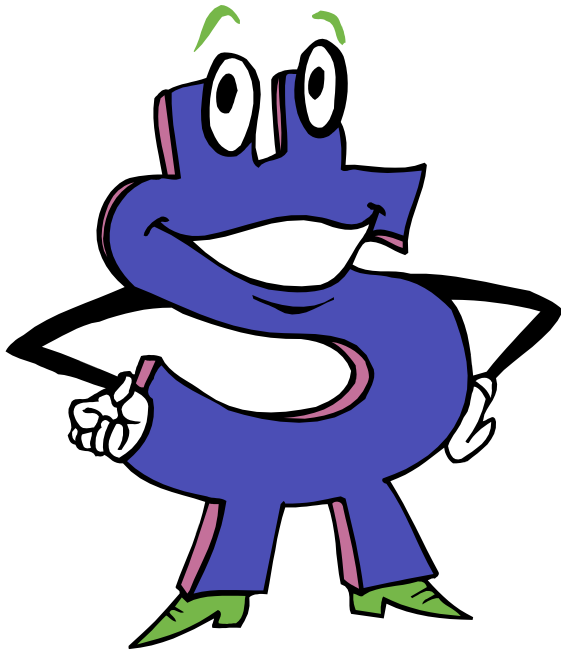
Objective 1B. To increase seat belt usage in River County by at least 10% when comparing the State Public Safety Survey for January 2008 to January 2009.

Successful Budgets
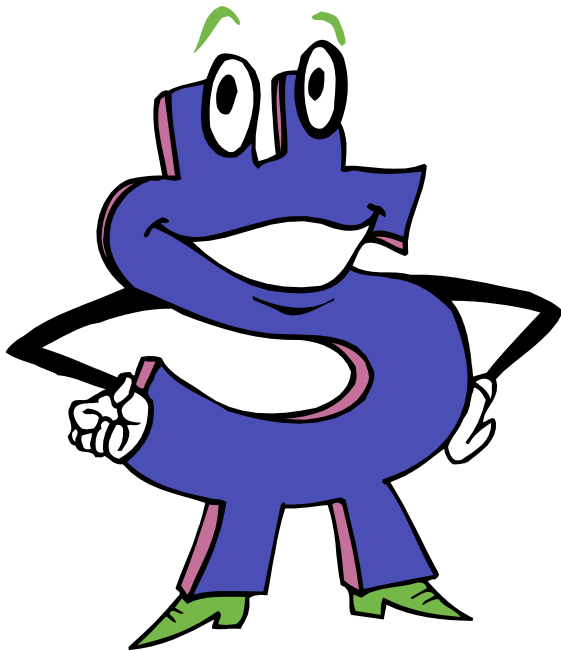
- Are program-driven and relate to project activities

- Stand alone
  - Document needs
  - Include formulas

- Include local support

- Are flexible plans for spending

Budget Tips

- Check and recheck calculations
- Avoid
  - Large, rounded numbers
  - Cents
  - "Miscellaneous"
- Use tables for clarity
- Use a separate page
- Include descriptions and formulas

Sample Budget

Prevent *TRAGEDY* Program Budget	Requested Funds	Local Contribution	Total Costs
IV. CONTRACTUAL			
A. *Office Space*. For Program Coordinator; to be provided by the Alliance as a program match; $300 month x 12 months.		3,600	3,600
B. *Telephone Service*. To communicate with participants, coordinate program services and seminars; $41 month x 12 months.	492		492
C. *Seminar Space*. Donated by local law enforcement, schools, and other community organizations; $150 per seminar x 12 seminars.		1,800	1,800
D. *Printing*. 5,000 brochures = $325; 100 educational packets w/ 50 pages each at $.35 per page = $1,750; seminar materials, 22 pages @ $.35 per page = $7.70 per participant x 15 participants= $115.50 x 12 seminars = $1,386.	3,461		3,461
E. *Mailing Lists*. Purchase lists for target groups; 5,000 labels @ $100 per 1,000.	500		500
F. *Postage*. Mailing of brochures, educational packets, and surveys. 5,000 brochures @ $.23 each = $1,150; 100 educational packets @ $1.28 per packet = $128; 100 surveys @ $.32 each = $32.	1,310		1,310
G. *Professional Video*. Will be developed by SC ETV (at no charge).		4,372	4,372
Subtotal Contractual	**$5,763**	**$9,772**	**$15,535**

Research Associates Logical Grantwriting Model

13 STEPS TO GRANTWRITING SUCCESS!

Happy Grant Hunting!