

Grant Writing Nuts & Bolts: An Overview of the Grant Writing Process



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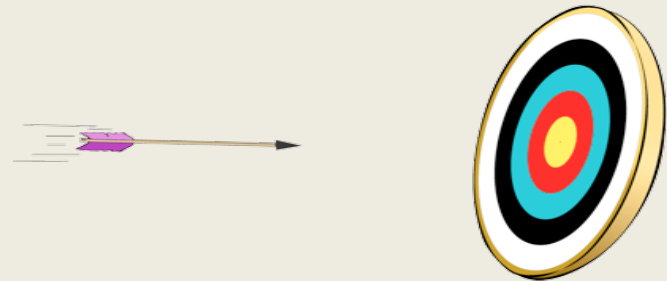
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Objectives of This Workshop

- At the end of this session, participants will understand:
 - what it means to be “Grant Ready”
 - Why cookie cutter proposals don’t work
 - Key issues around types of funding and funders
 - Research as a critical part of this process and where to go



Traditional Giving Pyramid



So What?

- WHY does it Matter?
- The answer is the heart of grant writing and telling the story of your agency

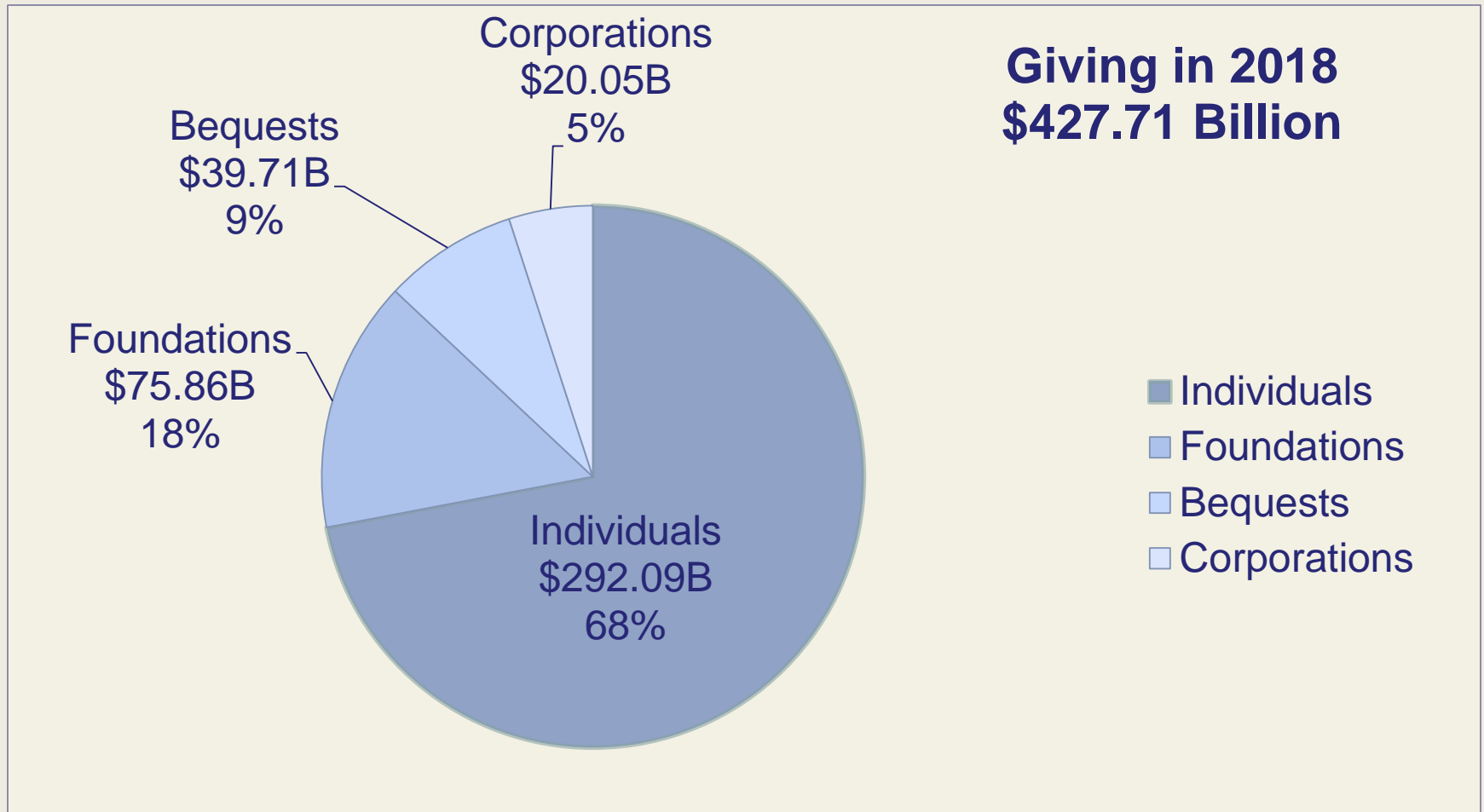


Simon Sinek: How Great Leaders Inspire Action

https://www.ted.com/talks/simon_sinek_how_great_leaders_inspire_action

Compare to National Giving Statistics

(Source: Giving USA)



When Am I Ready to Write a Grant



- Mission Statement
- <http://moviemondays.com/story-donor>
- <http://moviemondays.com/112-mission-statement/>

Mission Alignment

John Randolph Foundation



John
Randolph
Foundation



Apply

Organization History

Fax to File

Mission Alignment*

Describe how the project specifically advances John Randolph Foundation's mission.

When Am I Ready to Write a Grant

- Strategic plan in place/active



Strategic Planning Simplified

Where are we now?

- Compelling Need
- Review Mission
- What's happening in the Environment

Where do we want to be?

- Review Vision
- Review Programs
- Review Organizational Capacity
- Review Capital & Revenue needs

How will we get there?

- Program Strategies
- Capacity Strategies
- Money Strategies
- Evaluation Strategies

Discover

Dream

Design

Document

Deliver

When Am I Ready to Write a Grant



- Community Need has been documented

* Statement of Need

Describe the community your program will reach, and the specific need(s) that your program will address. Information about a specific city, neighborhood, or community is relevant here; national statistics are not. (100 words maximum)

John Randolph Foundation



John
Randolph
Foundation



Apply



Organization History

Community Need Statement*

Describe the community need to be addressed.



Need Statement

- THE driving force of what led you to create a response --
 - what is the problem
 - how significant is it
 - who has it
 - how do you know???
- Focus on the conditions of the lives you wish to change
- Community Assets are part of this discussion
- Reasonable dimensions
- Urgent but Hopeful
- Statistics
- This is about your clients, community -- not your organization!



Handout – Data Resources for Grant Writing

When Am I Ready to Write a Grant



- Program has been thoughtfully designed



When Am I Ready to Write a Grant

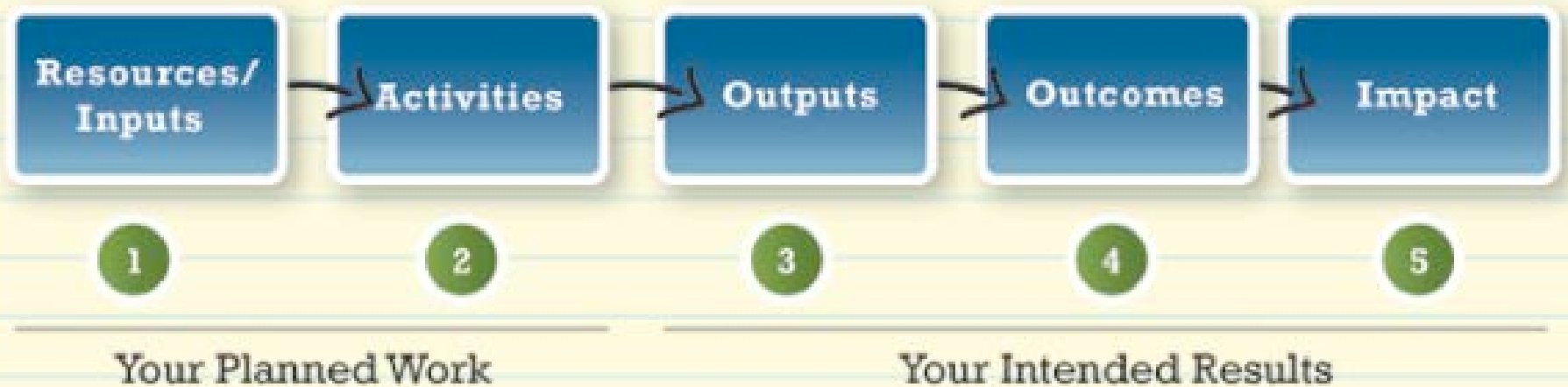
- You have a plan to recruit/market to those you will serve



When Am I Ready to Write a Grant



- Outcomes articulated
 - So What? How will things be different for clients?
 - Showing impact
 - Moving the Needle
 - Logic models



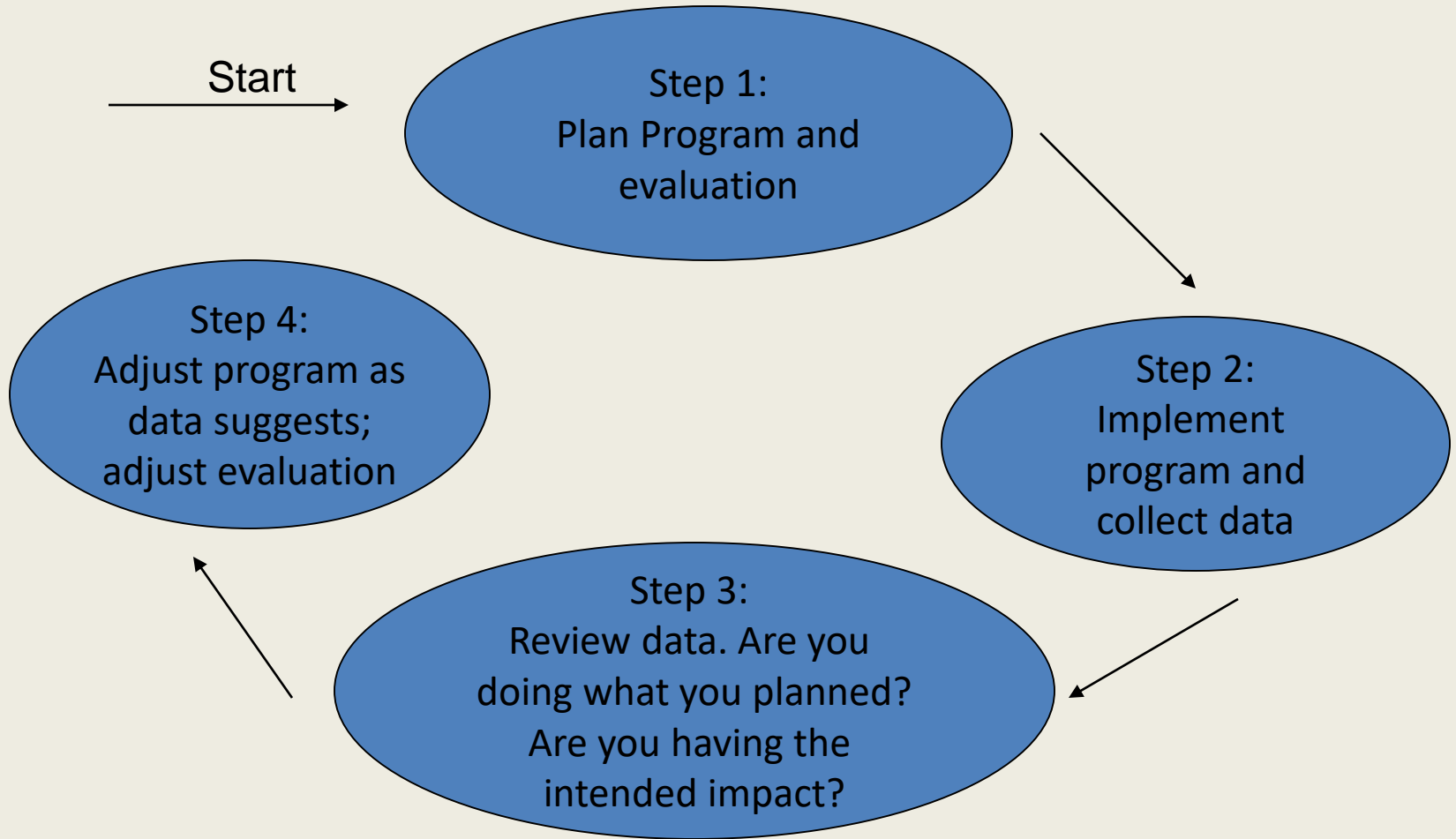
When Am I Ready to Write a Grant



- System of measurement and evaluation in place
 - How will you know and how will we know our \$ made a difference?



The Evaluation Cycle



Era of Accountability



- What gets measured gets done
- If you don't measure results, you can't tell success from failure
- If you can't see success, you can't reward it
- If you can't reward success, you're probably rewarding failure
- If you can't see success, you can't learn from it.
- If you can't recognize failure, you can't correct it.
- If you can demonstrate results, you can secure funding.

When Am I Ready to Write a Grant



- Program/operating budgets developed

- Overhead:

https://www.ted.com/talks/dan_p_allotta_the_way_we_think_about_charity_is_dead_wrong?



When Am I Ready to Write a Grant



- Development plan in place
- Context



When Am I Ready to Write a Grant

- Research on appropriate funders

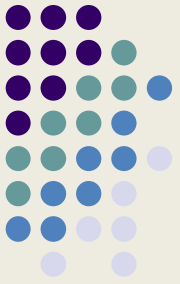


You can write grants for...

- Capital Projects
- Programs
- Special Projects/RFP's
- Endowments
- Challenge/matching opportunities
- Research




Types of Grantmakers



- Independent foundations
- Operating foundations
- Corporate foundations
- Government funding at all levels

Trends in Foundation and Corporate Funding

- 
- Formal Process -- written guidelines and on-line applications
 - Two-step process in applying for funds
 - The “black out period”

Funding Differences

	Corporations	Foundations	Government
Who Makes Decisions			
Amounts Given			
Where does the \$\$ Come From			
Length of Proposal			
Which is Most Risk Averse?			

Before You Start Your Research...

- Know your program
- Know the budget
- Know the timetable
- Know the plans for evaluation
- Know the staffing needs
- Know how much \$\$ you have to raise

Gift Pyramid: To Raise \$250,000

# Gifts Needed	Amt Gift	Total Needed	Prospects
3	\$20,000	\$60,000	List names here
4	\$10,000	\$40,000	List names here
6	\$ 7,500	\$45,000	List names here
10	\$ 5,000	\$50,000	List names here
20	\$ 2,500	\$50,000	List names here
5	\$ 1,000	<u>\$ 5,000</u>	List names here
	Total Raised:	\$250,000	

Where Do I Start?

- **Main Public Library is a depository library: FREE!**
- Foundation Center: fdncenter.org (*note: merged with GuideStar to create Candid in Q1 2019)
- Federal grants: grants.gov and also cfda.gov
- Fundsnet: fundsnet.services.com
- GrantsAlert.com (K-12/free)
- GrantWatch: grantwatch.com
- GetEdFunding.com
- Thegranthelpers.com (free)
- Grant Station: grantstation.com (via Techsoup.org)
- Capaciteria.org (free but must register)
- Supportingadvancement.com (free)
- List serves/funding alerts for topic-specific programs

Eligibility Quiz

Is your organization tax exempt under 501(c)(3) of the IRS code, a religious institution, or using a fiscal sponsor?

Is your organization a 501(c)(3) which is further classified as a 509(a)(3) Type III, non-functionally integrated supporting organization; or a private non-operating foundation; or a private non-exempt operating foundation; or a 509(a)(4) testing for public safety organization?

Has your organization received a grant within the past three years from the George J. & Effie Seay Foundation?

Will the program for which you are seeking funds fall within one of the following focus areas: arts, culture, & humanities; education; or human services?

Does your proposal support any of the following?

Are your organization's activities conducted in Virginia?

I have read the [DC Procedures](#) and understand the philanthropic goals, application procedures, foundation deadlines and decision dates pertaining to foundations managed by the DC office.

Help Center

If you have questions, view the [online application help](#).

Other Questions?

[Send us an email](#)

What Funders Want!

Do your homework!

Follow the guidelines

Concise/precise: in your writing, in your ask, for your program

Define your goals: how does this change the situation? How do you know? Why does it matter?

Integrate strategic plan goals

Show plans for Sustainability

Think beyond \$\$ for other ways a funder can help (esp. corporate funders)

No piles of extras

APPLICATION TIPS

- **Be clear and concise.** State your program's objectives and activities at the beginning of your application. Please be clear about the activities your participants are involved with.
- **Describe your participants.** Demonstrate that you have a clear understanding of the needs of your participants.
- **Avoid generalities.** In the limited space for your project descriptions, please be careful to not make general statements as to why getting outdoors or protecting the environment is important. Successful applicants use descriptive writing that tells a clear story. Additionally, including quotes from participants and news articles do not necessarily make for a better application.
- **Show impact.** Share how your program has affected participants in the short and long term. When possible, use quantitative data to show impact.
- **Share how your program is unique.** The Explore Fund is very competitive and receives hundreds of applications. The more you can differentiate and show successful outcomes, the better.

Stewardship:

- Ensure that the funder feels good about the return on investment
- Be creative in how you say thank you



Reporting to the funder...

- Ensure you follow all of the reporting requirements
 - ✓ Be accountable
 - ✓ Meet deadlines: Report Back. On Time.
 - ✓ Provide an update on how many you served, the activities, how the outcomes are going. COLLECT STORIES
 - ✓ If something changes with regard to the proposal, contact the funder. Don't wait until reports are due.
 - ✓ If funder doesn't require a report, include update in final thank you note

***** No surprises!!!!!!**

Resources

- [Movie Mondays](#) (signup at moviemondays.com)
- [Future Fundraising Now](#): futurefundraisingnow.com
- [Navigating Off The Napkin](#): navigatingoffthenapkin.com
- [Wild Woman Fundraising](#): wildwomanfundraising.com
- [Nonprofitsaremessy.com](http://nonprofitsaremessy.com)
- Aherncomm.com (Tom Ahern)
- Simonejoyeaux.com (Simone Joyaux)
- Cygresearch.com (Penelope Burk)
- Blueavocado.org
- 4good.org
- nonprofitlibrary.com