Let's Write a Grant

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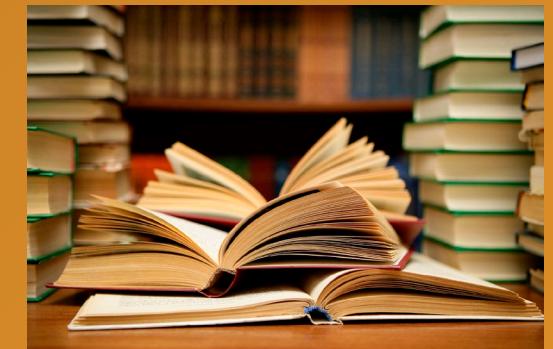
Learning Objectives for this Session

➢ Understand grant writing fundamentals

➢ Be able to research and identify grant opportunities

➢ Learn the different types of grants

➢ Funding sources

➢ Considerations for applying for a grant

Are We Ready to Write a Grant?

➢ Readiness—read the notice of funding completely

➢ Research—learn about the funding organization

➢ Relationships—who are the partners on the proposal

➢ Writing—with one voice

➢ Reporting—what are reporting requirements, is the infrastructure in place?

What is most important in your proposal/application?

➢ **Clarity.** Make sure the goals and objectives for the project are measurable, and there's a clear outcome-based evaluation plan in place.

➢ **Concise.** Answer all application questions directly and include all the specific information requested.

➢ **Compelling.** This winds back to storytelling, as the proposal should be written in a manner that makes the reviewer want to move forward with your idea.

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Types of Grants/Funding

➤ Federal

➤ State

➤ Local (City or County) Grants

➤ Foundations

➤ Independent grants

➤ United Way or the Combined Federal Campaign

What does a grant pay for/cover?

Grants that fund programs will generally cover eligible expenses of the resources necessary to run the program such as staff, space, and materials.

To receive grant funding for programs, a nonprofit will generally need to describe how the funds will be used, the types of services to be provided, the implementation plan, the demonstrated need and impact of the program, the anticipated outcomes or goals to be met, and the evaluation measures.

What problem are you proposing to solve, and why should it matter?

One of the most important parts of the grant proposal structure is the problem statement.

Also known as the "*needs statement*" or "*statement of need*", this is the place where you explain why your community has a problem and how you can provide the solution.

You may need to do extensive research on the history of the underlying problem, previous solutions that were implemented and potentially failed, and explain why your solution will make a difference.

In a winning grant proposal, the problem statement will heavily rely on quantitative data and clearly display how your organization answers a need.

What are common uses for grants?

➢ Program or a project

➢ Outreach

➢ Capital fundraising

➢ General operating

➢ Capacity-building

➢ Seed funding

➢ Evaluation

➢ Planning

Where do we start?

➢ Identify the program/activity that needs funding

➢ Don't chase money—it never ends well. ☹

➢ Look for funding that aligns with your agency's mission and vision.

➢ Have a compelling story that communicates why your grant proposal should be funded.

➢ How will the deliverables in your proposal be measured?

Carefully review the Notice of Funding Opportunity (NOFO)

➢ Application process

➢ The funding priorities

➢ Application deadline

➢ The organizational grant history

➢ The grants' geographical distribution

➢ The average grant award size

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Steps to writing a winning grant application

➢ Be clear on what you are trying to achieve

➢ Have SMART objectives that are measurable

➢ Develop a logic model to be sure everything is connected in a logical way. It is important to demonstrate for potential funders that you have thought things through

➢ Have somebody not connected to the proposal review it

➢ Practice an elevator speech.

Writing Smart Objectives.
Why do these matter?

- ➢ **Specific**
- ➢ **Measurable**
- ➢ **Achievable**
- ➢ **Relevant**
- ➢ **Time-bound**

Important questions to ask and answer before we begin a grant application?

➢ *What is your mission and history? What do you do?*

➢ *What is your project's name and who is it supposed to help?*

➢ *What problem are you solving and why should it matter?*

➢ *What is your end goal and how will you measure whether you achieved it?*

Important questions to ask and answer before we begin a grant application?

➢ *Why should you get the funds? What are your competencies?*

➢ *How much money do you need and how do you plan to finance the project in the future (sustainability)?*

➢ *Do you have other funding sources?*

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What is your mission and history? What do you do?

➢ Provide a backstory: When was the company/organization started and why? Try to connect your mission to that of the grant maker as naturally as possible

➢ Be objective about your organization (we all think our organization is awesome!)

Where to find funding opportunities?

➢ Grants.gov

➢ Instrumentl (subscription service)

➢ SAMHSA.gov (Substance Abuse and Mental Health Services Administration)

➢ HRSA (Health Resources and Services Administration)

➢ Local foundations

➢ Local city governments

What are the 4 types of grants for nonprofits?

Competitive Grants

Competitive grants are those for which a nonprofit submits a proposal that gets evaluated by a team of reviewers. Reviewers evaluate each proposal and select the ones that most fit their criteria for funding.

For most competitive government grants, each proposal is given a score based on criteria, and the proposals with the highest scores are awarded.

What are the 4 types of grants for nonprofits?

Continuation Grants

Continuation funding allows a non-profit to renew its previously awarded grant for a subsequent amount of time. These grant opportunities can often be fostered through developing the relationship between the nonprofit and the funder. Consistent communication, working toward accomplishing the grant's proposed outcomes, and meeting all reporting deadlines are a few ways to do this.

Not all funders offer continuation grants; some guidelines will explicitly state that they only award one-time grants.

What are the 4 types of grants for nonprofits?

Pass-through Grants

Pass-through grants originate from the federal government, which then distributes funding to state or local governments for allocation. Applicants can apply to states or municipalities for federal funds to make a local impact.

What are the 4 types of grants for nonprofits?

Formula Grants

Formula grants are non-competitive, where funds are distributed to organizations based on meeting predetermined criteria. All applicants that meet the criteria will receive funding, but the amount is based on certain benchmarks. For example, states may allocate money to organizations for a specific activity, and the amount distributed to a particular organization may be based on the numbers they serve or the number of residents in their community.

References

➢ **Grant Writing Basics https://grants.gov**

➢ **Grant Proposals https://writingcenter.unc.edu/tips-and-tools/grant-proposals-or-give-me-the-money/**

➢ **Learn Grant Writing https://www.learngrantwriting.org/grant-writing-basics/**

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