

# GRANT WRITING

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# Grant Writing

The information presented today will address

- How and where to find funding
- Types of funding
- Difference between grants and contracts
- How to write and submit a grant

# In Preparation

- Ideas for the project
- Type of project? Service or Information
- For profit or non-profit
- How to fund the project
- How to obtain community support
- Grant or Contract

# What is a Grant?

- A Cooperative agreement
  - A monetary award given by a grantor to a grantee. No repayment required
- by
- Private sector grantor
- or
- Government grantor

# What is a Proposal

- Response to a grant request

May be

(a) Solicited

(b) Un-solicited

# What is a Contract (Bidding)

- Legal instrument reflecting a relationship between the bid-letting agency and a business or a person
- Offerer- business or person providing the deliverables
- For profit

# 3 Types of Contracts

- IFP- Invitation to bid (sealed bid cannot be changed during the bidding process)
- RFQ- Request for quote (bidder can meet with offerer before bidding)
- RFP- Request for proposal ( open for negotiation during contract period)

# To Bid on a Contract

- Where are bids advertised? Local & Federal
- Classify business according to SBA and NAICS (North American Industry Classification System)
- Sign up with SBA
- Register with CCR (Central Contractor Registration)
- Join the sub-contracting network
- Attend bidders conference
- Bids usually go to the lowest bidder

# Querying for a Funder

- Identify your need and target population
- Identify grantor (s) that will fund your need
- Know requirements for each grantor
- Obtain necessary qualifications for application
- Familiarize your self with the RFP language

# Knowing General Terms

- Budget period
- Nonprofit organization
- Project period
- Third party (sub-contract)
- Third party arrangement (your agency is a sub contractor)
- Third party agreement( written agreement with an individual)

# Funding

## *Funding Sources*

- Know what kind of grant money will pay you to implement your idea, project or program
- Federal
- State
- Public Foundations
- Corporate

# Eligibility

## *Preparation for application*

- See grantor's website for individual Req.
- Businesses, profit and non for profit
- 501©3
- Demographic
- Size of organization
- Former grantee
- Type ( state, local govt., educ., hosp., college)

# Your Funding Plan (#1)

## 6 Important Steps

### **Creating or revising a the mission statement**

Should contain

- Name
- Purpose
- Structural status
- Year formed

# Your Funding Plan (#2)

## 2. Assessing Funding Needs

Use the SWOT analysis

**S-** Strengths

**W-** Weaknesses

**O-** Opportunities

**T-** Threat

# Your Funding Plan (#3)

## 3. Setting Funding Goals

Goal 1. Secure (how many )grants to fulfill mission statement

Goal 2. Use funding to.....

# Your Funding Plan (#4)

## # 4. Determine funding objectives

**Objective #1.** By the end of 2009.....will be completed

**Objective #2.** The ..... will be completed within 6 months

**Objective #3.** Test scores will improve 10% within the first year

# Your Funding Plan (#5)

## # 5 Creating the Action Plan

- a) Create categories for each program or service
- b) Create an easy to read road map

Funding Activity	Grantor	Person Responsible
Seminar Development	Federal: 90%	Director
Scholarships	Insurance Industry: 100%	Grant Writer

# Your Funding Plan (#6)

## **# 6 Monitoring and Evaluating Funding Objectives**

1. How to track and evaluate activities

Example:

*The director of operations will provide written reports on funding activities for review by board and committee quarterly*

# Types Of Funding From Grantors

- Capital Support: Annual campaigns
- Operating Expenses: Building and Renovation
- Research: Fellowship
- Scholarship: Consulting Services
- Seed Money: Technical assistance
- Conferences: Seminars
- Program Development

# TIP

- ***The best way to sustain a high funding success rate is to identify multiple funding sources for each project, then submit your grant proposal to all of them***

# Private Sector *Funding Sources*

- Foundations-
  1. Private- monies from single source
  2. Public- monies from donations

- Corporate

[www.foundationcenter.org](http://www.foundationcenter.org)

- Go to company web site link, labeled community/ community relations /grants/ corporate giving or local initiatives

# Private Sector Search

- Foundation/Corporate Search- subscribe to [www.foundationcenter.org](http://www.foundationcenter.org) or use you're your local library that already have a subscription
- Internet search on individual company's web site
- Newsletter at [www.grantstation.com](http://www.grantstation.com)
- Subscribe to [www.guidestar.org](http://www.guidestar.org)
- Free sites: [www.money.cnn.com](http://www.money.cnn.com)  
[www.fortune.com](http://www.fortune.com): [www.fundsetservices.com](http://www.fundsetservices.com)

# Application Forms for the Private Sector

Many foundations and corporations use applications developed by the national Network of Grant makers

- Grant application known as the Common Grant Application (CGA)
- The Forum of Regional Associations of Grant makers application [www.givingforum.org](http://www.givingforum.org)

# Government Sources

## *Funding Sources*

- Your Richest Uncle- The Federal government  
Research the( CFDA )catalog for Federal  
Domestic Assistance

[www.cfda.gov](http://www.cfda.gov)- all grants and contract  
funding programs

[www.grants.gov](http://www.grants.gov)- open grants and daily funding  
opportunities

# Government Sources

## *Funding Sources*

- <http://e-grants.ed.gov> is used by some agencies (dept of ed)
- Registration at e-grants is separate from grants.gov
- (Corporation for National and Community Service )

# State Government Sources

## Funding sources

- Each state receive funds from the feds and from tax revenues which is used for grant funding
- Contact your state agencies
- Contact state legislatures
- <http://business.illinois.gov/grants> (Illinois)

# Applying for Federal Grants

## ***Funding Sources***

### **1. DUNS Number- [www.dnb.gov](http://www.dnb.gov) 800.705.5711**

It is free; tracking number for doing business with the govt.

### **2.CCR (Central Contractor Registration) Number [www.bpn.gov/ccr](http://www.bpn.gov/ccr) 800 705.5711**

Collects information from you similar to IRS and facilitate electronic banking between the govt. and your organization

# Applying for Federal Grants

## Funding Source

- 3. Register for user name and password at [www.grants.gov](http://www.grants.gov)**
- 4. Identify a POC** (point of contact) for your organization
- 5. The POC then identifies an AOR** (authorized organization representative) person
- 6. MPIN number- [www.bpn.gov](http://www.bpn.gov)** (marketing person ID number) allows access other govt. applications

# Remember

- If you have registered as an individual you cannot use your credentials to apply as, or for a business

# After Govt. Registration

- [www.grants.com](http://www.grants.com) register for e-mail notification ( for your interest/needs)
- Find grants opportunities
- Click on basic search
- Type in search terms (interests/ needs)
- Click on each announcement that match you interest and eligibility

# Keeping Track of All Requests

- Keep a file for
  1. Application guidelines
  2. Grant application package
  3. Background research
  4. Communication notes with funders, clients and research sources

**Don't forget a hard copy!**

# Keeping Track of Multiple Funders

Funder	Approach	Deadline	Range of Funding
Dept Of Ed	proposal	May 14	Up to \$200,000
Mc Donald's	Letter #3	None	Up to \$20,000
Walgreens	Letter #2	Quarterly	Up to \$12,000

# Tips for Saving Time (Money)

You have received an e-mail alert on a grant

- **Read the summary first to look for red lights and green lights**
  1. # of grants to be awards (> 10)
  2. Grant application deadline (> 30 days)
  3. 60-100 hrs for writing: 20-40 hrs for researching
  4. Total estimated funding available

# You are almost ready to go

- Eligibility is met
- Learn key-terms of grant to use them (verbatim) when writing proposal
- General terms- used in all funding
- Specific terms- for specific grants

Tip: Knowing the difference and using them correctly increases your chances

# Review Criteria

## **!Very Important!**

- All government grants are awarded on the basis of your meeting **their review criteria.**
- Highlight sections that tell you how the peer reviewer will rate your proposal

# About Peer Review Panel

## (grant reviewers)

- Consists of three experts around the country
- Each gives a numerical score to each (section of) application
- A score of above 92 is good
- All three reviewers must come within 10 points of each other for it to go forward
- After scoring, they communicate, discuss and defend their scores.

# Writing for Points (grant reviewers)

- Note the maximum # of pages allowed
- Take total points (100) divided by the points for each section (10)
- Translate into percent (10%) = 10% of total pages to write for each section
- **Note: maximum points awarded by peer reviewer are 100 points**

# Write for Review Points

(from grant reviewers)

- Most Govt. grant narratives are weighted 100 points.
- Program Design & Methodologies weighs 25 points, then it is worth 25% of entire grant, so if total number of pages for narrative is 30 pages, ***earmark 25% of 30 pages (7.5 pages)*** for Program Design & Methodologies

# The More the Merrier(Collaboration)

- ***More review criteria points with***
  1. Community partners
  2. Collaborative partners (MOUs,MOAs) add points
  3. Letters of support does not carry much weight

**Warning: Some reviewers verify MOUs & MOAs**

# Right Words for Points

- **Tell the reviewer who you are with passion**

.....small struggling business

.....small organization serves many in isolated and economically deprived.....

- **Play up the bad stuff**

Convey how dire the situation is for your target population

**Write words that “walk” and “talk” to the reviewer**

# Right Words for Points

- Use the Thesaurus to expand the vocabulary
- Use groups of threes (catches the eye of the reviewer) ex. blood, sweat and tears

## Example

“The ultimate selling tools to the providers are **cost-saving, cost effective, and cost-wise.**”

# Keeping the Reviewer on Track

- Use lots of headings
- Numbered and bulleted lists
- Short paragraphs
- 12 point Times roman
- Underline sparingly
- Boldface or italics to emphasize key word and phrases

# The Application Process

Steps to complete the application process

# #1 The Cover Letter

- Cover letter for Corporate and Foundations should be brief and to the point
1. Correct contact information
  2. Greet with “Dear”
  3. In first paragraph, describe your organization, need, money request (how much)
  4. Second paragraph- three sentences on how your organization purpose aligns with funder’s mission
  5. Close with “Sincerely” and sign with first name

# #2 Completing the Application

## 2. First section addresses facts about your organization

# #3 The Abstract

## The Application

### The abstract or executive summary (1 page)-

- a) Proposed initiative- name of project
- b) Introduction of target population(2 sentences)
- c) Goals- (copy from project design)
- d) Objectives (copy from project design)
- e) Plan of action

# #4 Table of Contents

## The Application

### The Table of Contents

- a) Does not include the abstract
- b) Main sections of grant listed only
- c) Appendixes
- d) Federal and State mandated Forms
- e) Page numbers

# # 5 Define Target Population

## The Application

- Characteristics: age range, gender, ethnicity, education level, income level, geography
- Numbers served by each program
- Changes in target population that may relate to why you are requesting funds

# #6 Statement of the Problem

## The Application

**Statement of Problem** should contain

Background info on applicant and the problem

- a) Population the applicant serves
- b) Environment in which the applicant works  
(provides service)
- c) The severity of the problem

# #6 Statement of the Problem

## The Application

*(remember a good problem statement is like a well written story)*

- a) Gather data, statistics on your service and programs
- b) Data on solutions to your problem
- c) Web, library, newspapers, research findings

***The more information, the easier it is to write a winning statement of problem***

# #6 Statement of the Problem

## The Application

**Statement of Problem:** should answer these questions

- a) How and when did you identify the problem?
- b) Do you have a thorough understanding of the problem at the local, regional and national level?
- c) Do you cite current statistics?
- d) Will the funds requested solve the problem within a year?

# #7 The Program Design

## The Application

- **A purpose statement-**:one sentence explaining why you are seeking the funds
- **Goals-**:Where your program will be when the grant funds end
- **Outcome objectives-**: measurable benchmarks or specific steps the result in achieving you goals
- **An Implementation plan** with timelines

# #8 The Program Design

## The Application

- **A Logic Model-**: lays out a graphic roadmap with inputs strategies, output and outcomes

**TIP: Use the funder's goals to keep you on track**

# #8 The Program Design

## The Application

- **Goals:** clear; concise, one sentence  
*“Low income will benefit from after school programs”*
- **Objectives:** attainable and measurable  
*“ By the end of 2009 test scores will improve by 20%”*

# #9 Implementation plan

## The Application

Implementation Activities	Quarter	Quarter	Responsible person
Modify curriculum	1		Director
Design learning model		2	Asst Director

# # 10 Logic Model

## The Application

Inputs	Strategies	Output	Long term outcomes	Long term impact
Resources used by program	Tools program uses to organize inputs to meet mission	Quantitative product of program activities	Benchmarks for participants during and after program activities	Changes in systems and processes after funding is expended
Example: -Staff and staff time -Money -Equipment -supplies	Example -Provide.... -Create.... -Educate...	Example -# of classes taught -# of sessions conducted -# of participations served	Example -Increased skills -Modified behavior - Improved condition	Example -Stronger community partnerships -New services

# #11 Organization Capability

## *The Application*

**!This is the time to sell you organization!**

1. Strong emotional words for private sector, tone it down for govt.
2. Write in third person “The organization..”
3. List appropriate milestones
4. Describe your programs with flair, and who they serve
5. Describe history, and partnerships
6. Describe how target population will benefit

# #12 Evaluation

## The Application

The summation evaluation should answer these questions

1. What did you accomplish?
2. How many participants were impacted and in what ways?
3. What overall difference did your project make?
4. Is this project worth funding?

# #12 Evaluation

## The Application

- Always have progress report and raw data on hand for funders
- Qualitative measurement: develop questions and collect data to measure the success of the funded program
- Quantitative: you used your funded target group and compared it to similar group not receiving intervention but have similar needs

# #12 Evaluation

## The Application

- Internal Evaluation ( low points)
- External Evaluation: more costs , but higher points from reviewers.

# #13 Project Personnel

## The Application

**Keep mentioning “to be hired” at a minimum**

**There is no set number for personnel**

- Project Administrator
- Project Director
- Treasurer/ Fiscal agent
- Principal Investigator for Scientific Grants
- Secretary /Clerk

# #13 Personnel Narrative

## The Application

- Administrator, and Director's qualifications
- Description of the day-day activities of both
- The percentage of the personnel's time to be charged to the grant
- The personnel line of accountability

# #14 Management Plan

## The Application

Position	FTE	Reports To	Funded By
Project Director (1)	1.0	Administrator	Grant
Treasurer (1)	0.2	Project Director	Grant
Clerk (2)	0.3 each	Project Director	In-Kind

# #15 The Budget

## The Application

- Detailed Narrative: a detailed explanation of how the funding will be spent
- Requested funding
- In-Kind (gifts )
- Personnel costs
- Fringe benefits
- Operation cost
- Contractual costs
- Indirect and Indirect costs

# #15 Budget Summary

## The Application

Line Item	Requested	In-Kind	Total Line Item Expense
Salaries	50,000	20,000	70,000
Fringe Benefits	10,000	5,000	15,000
Travel	1,000	0	1,000
Supplies	5,000	0	5,000
Total Direct	66,000	25,000	91,000
Total Indirect	0	0	0
Total Project Budget	66,000	25,000	91,000

# #16 Attachments

## The Application

**Use the specific order requested by the grantor**

- Organizational Structure/ Administration
- Finances: annual operating budget, project budget, other funding sources, recent audit, IRS 501 c (3)
- MOU,MOA, letters of support

# Almost Ready to Submit

- Remember to save as you make changes.
- Save
- Save
- Save

# Must Do Steps

- Save your grantors forms in PDF format  
[www.scansoft.com](http://www.scansoft.com) (converter software)
- After completion click “Sign and Submit” button (automatically uploads grant)
- Confirmation screen appears with tracking #
- Record tracking #
- Click on grant status to track.