

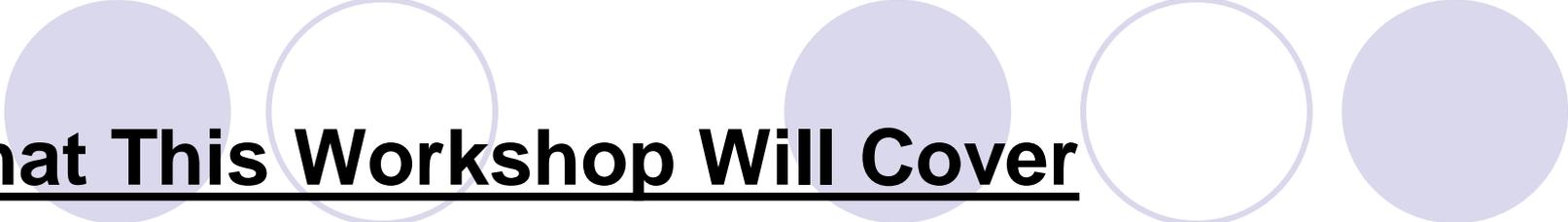


***“Grant and Proposal Writing Made Simple”
Workshop***

***Neighborhoods, USA (NUSA)
40th Annual Neighborhood Conference
Houston, Texas
May 22, 2015***

Presented by

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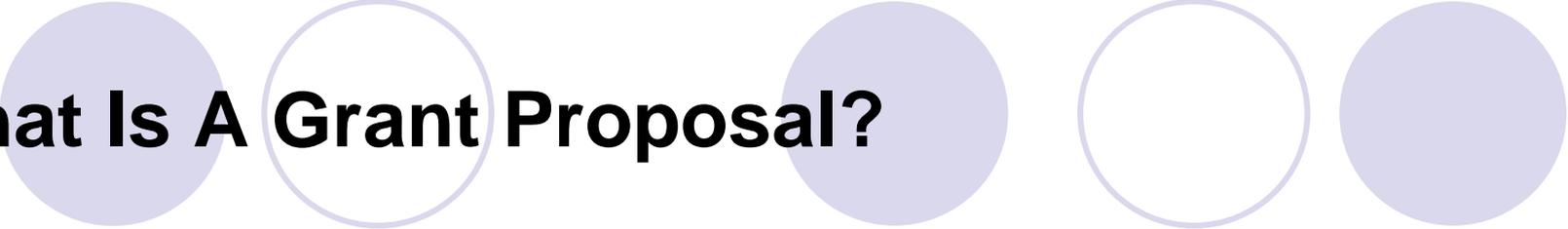


What This Workshop Will Cover

- ***Basic Understanding of “Grant and Proposal Writing***
- ***Life Cycle of Grant and Proposal Writing***
- ***Summary In Brief, The Grant Proposal Process***
- ***Components of Writing a Grant Proposal***
- ***Hands On Exercise in “Grant and Proposal Writing***

I. **Basic Understanding of Grant and Proposal Writing**

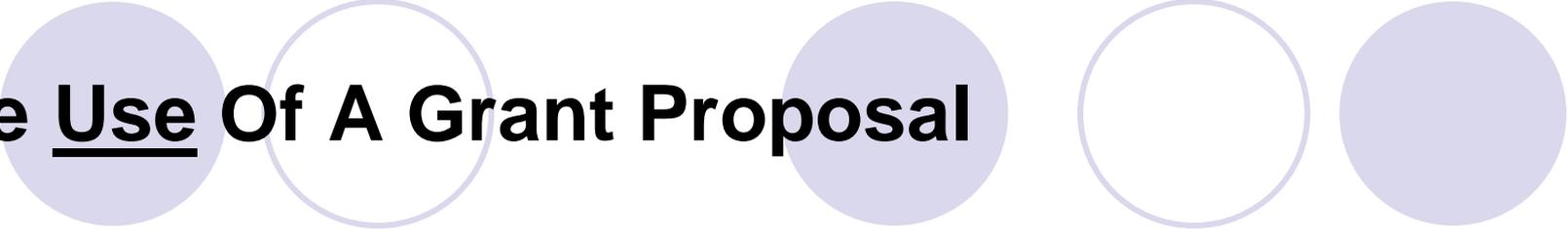
- ***Define Grant and Proposal Writing***
- ***Use of a Grant Proposal***
- ***Functions of A Grant Proposal***
- ***Types of Proposals***
- ***Basic Rules of Grant and Proposal Writing***
- ***Basic Principles of Grant and Proposal Writing***
- ***What Funding Agencies Look For***
- ***Potential Funding Opportunities***
- ***Where To Begin***



What Is A Grant Proposal?

“A Grant Proposal is not a report – It is a blueprint; a proposition”

- A **Grant** is the funding that the applicant receives from the grant making agencies
- A **Proposal** is the written information you prepare to meet the requirements of the funding source
- A **Grant Proposal** is not a report – It is a blueprint, proposition. It is intended to assist both the grant making agencies and applicants for funding



The Use Of A Grant Proposal

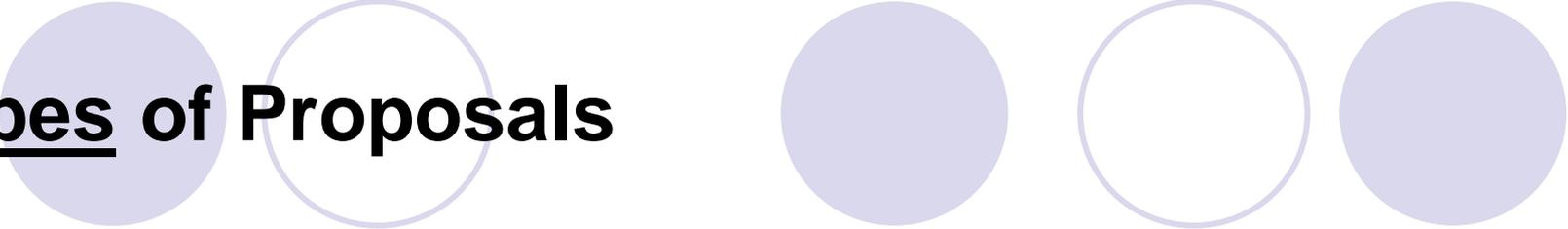
The most obvious use of a grant proposal is to secure outside funding.

- *Represents and present your case*
- *What you want others to know about you, your program, style, knowledge, ideas, goals, and abilities*
- *Reflect your thoughts and plans to improve or increase service*

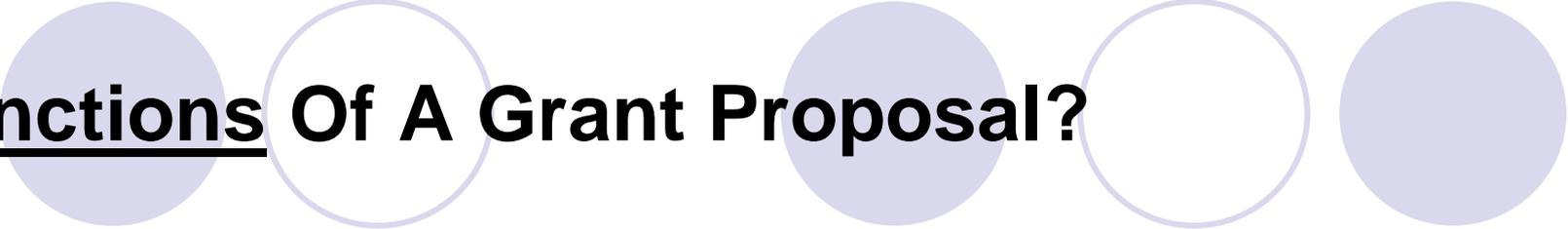
It is an organizational planning instrument to help you identify deficiencies in your agency's planning beyond the funding awarded. It can also help:

- *Improve record-keeping systems*
- *Enhance credibility*
- *Clarify your goals*
- *Develop tangible objective*
- *Increase knowledge in the program area*
- *Better program evaluation*
- *Better financial management*

Types of Proposals



- *Program Proposals*
- *Research Proposals*
- *Planning Proposals*
- *Training Proposals*
- *Technical Assistance Proposals*



Functions Of A Grant Proposal?

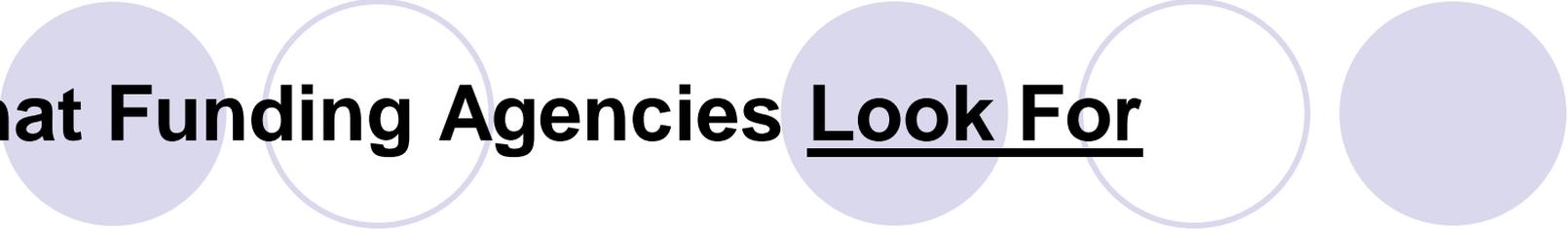
- *Program Representation*
- *Request*
- *Persuasion*
- *Promise*
- *Plan*

Basic Principles For Grant Proposal Writing

- ***Be Neat, Clean and Easy to Read!***
- ***Write Your Grant Proposal In English!***
- ***Be Brief!***
- ***Be Positive!***
- ***Avoid Unsupported Assumptions!***

Basic Rules Of Grant And Proposal Writing

1. **Read the guidelines**
2. Do your research
3. Tell your story
4. Use common sense
5. Be brief
6. **Read the guidelines**
7. Use English
8. Be positive and passionate
9. Find a partner (collaborate)
10. Support what you say
11. Be prepared to do what you said
12. **Read the guidelines**



What Funding Agencies Look For

- **Innovation**
- **Carefully thought out**
- **Presented in a logical manner**
- **Consistent with agency's goals and purposes**
- **Appropriate for resources of the agency**
- **Collaboration with other agencies**
- **Professional Management History**
- **Demonstrated ability to implement project**
- **Consider need(s) of relevant groups**
- **Fit within your overall program mission and services**
- **Letters of support**
- **Project will have a positive impact on the community**
- **Budget is feasible**
- **Budget does not supplant existing service of project**
- **Well researched and presents new perspective**

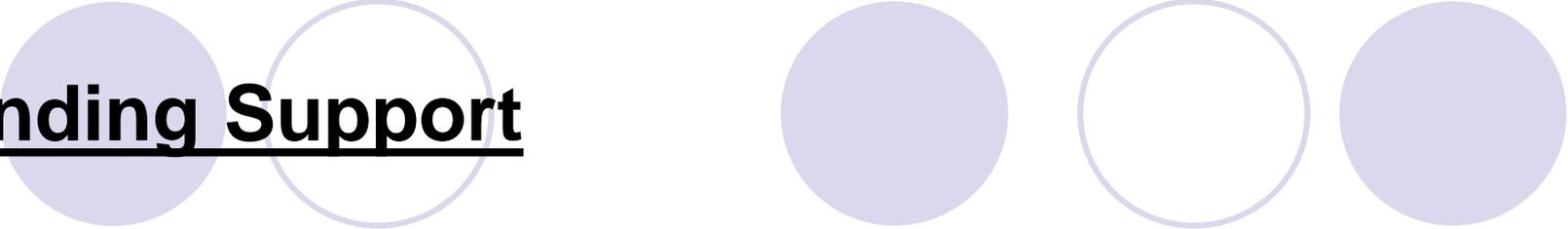


Potential Funding Opportunities

The internet and local library are good sources to local potential funds. Availability of funding for special projects are announced by foundations, government agencies, corporations, and other special interest organizations:

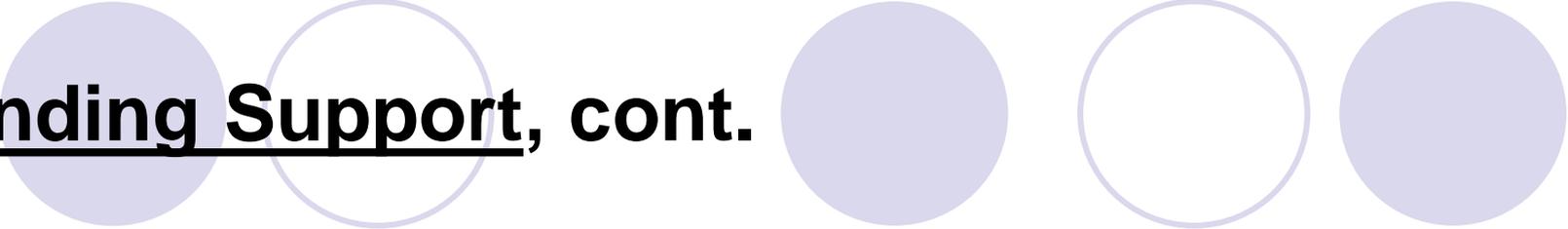
- **Funding Support**
- **Foundations**
- **Governmental Organizations**
- **Corporate Donors**

Funding Support



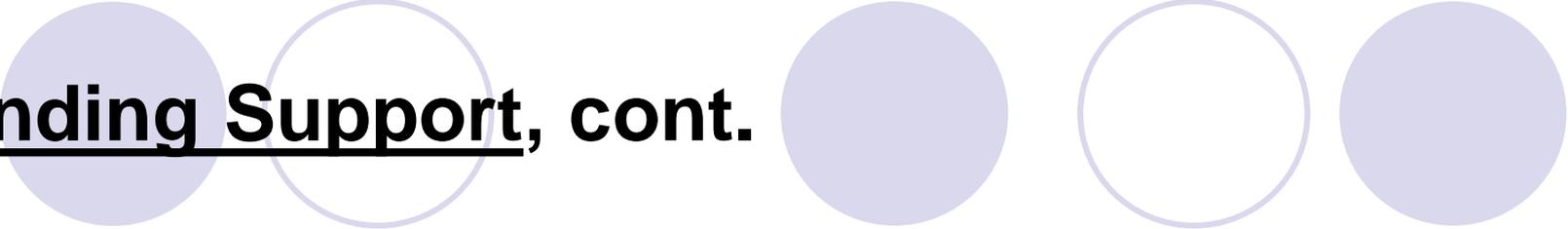
- **Project Grant:** Supports a specific “project or program of an individual or organization
- **Operation Grant:** Furnishes operating expenses for a specific program or project
- **Restricted Grant:** Supports a particular portion of the project or program
- **General-purpose Grants:** Are broad-based and usually give support to the organization

Funding Support, cont.



- **Start-up or Seed-Money:** Provide underwriting for an organization to establish a new project or program
- **Challenge Grant:** Similar to a “matching grant.” Funds are supplied to an organization if the grant applicant is successful in securing funds to “match” the amount requested by the grant-maker
- **In-kind Donation or Services:** Refer to as a “non-cash grant.” It is given to an organization, and consist of material, equipment or services that may be useful to the project or program.

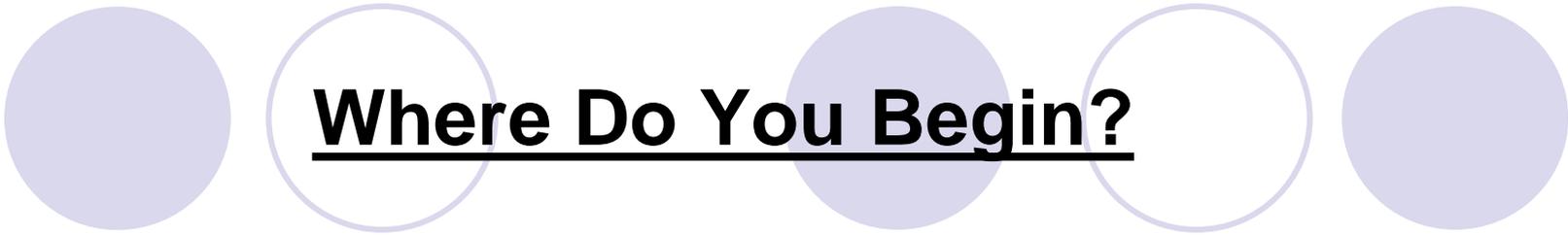
Funding Support, cont.



- **Technical Assistance:** Non-cash support. May be skill's development service, or some sort of service(s) given to the grant recipient
- **Award and Prizes:** Is a grant given on a competitive basis, usually rewarding accomplishment or achievements.

Additional Funding Opportunities

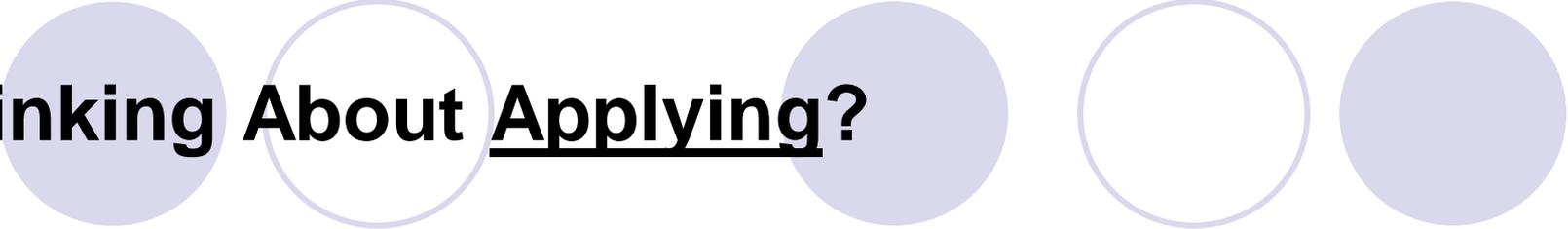
- **Foundation Funding:** A private foundation is a non-governmental, nonprofit institution created for the purpose of contributing to the common good
- **Governmental Organization Funding:** Federal, State, and sometimes local government agencies have funds designed to support programs and projects
- **Corporate Donors Funding:** Develop a trusting relationship with companies in order to provide access to future funding opportunities. Realize that corporation's funds projects and programs that meet their needs and interest, and benefit them.



Where Do You Begin?

Got A Project Idea?

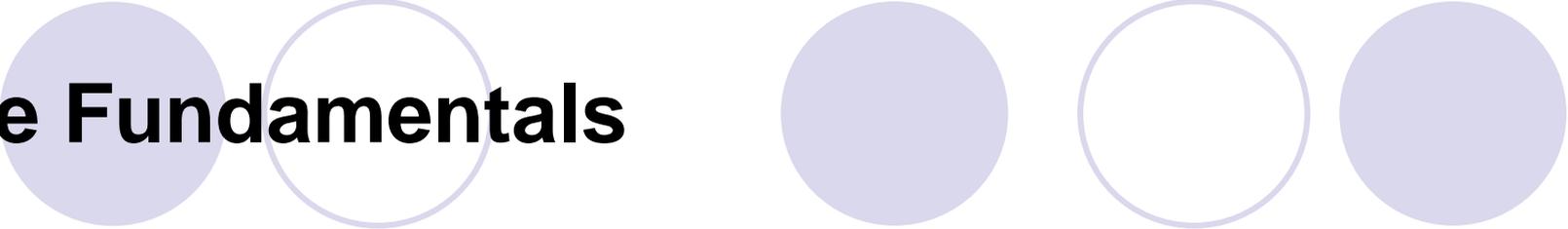
- *Develop a project description*
- *Start researching to see what grant program fits*
- *Plan ahead: further develop your ideas; strengthen your coalition; build partnerships; and gather matching funds*
- *Explore the possibility of pilot or demonstration programs*
- *Prior to pursuing funding, be realistic about your idea and the grantmaker's interest*



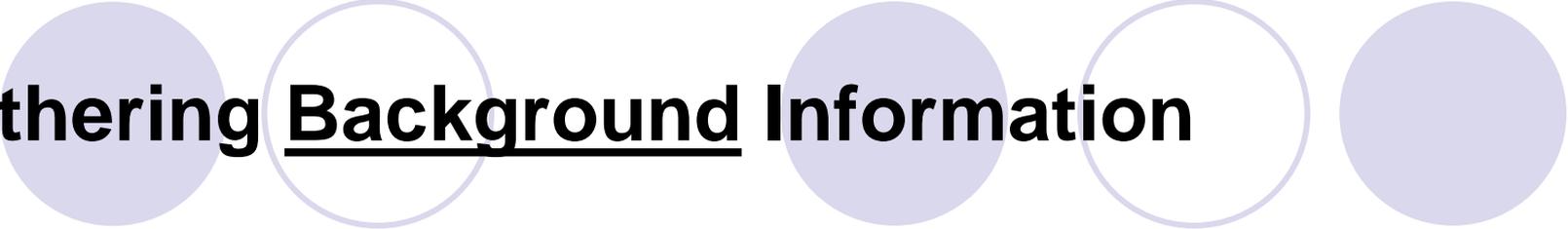
Thinking About Applying?

- *Obtain copies of past solicitations*
- *Does your proposed project fit into a similar solicitation?*
- *Determine if your project would be a duplication*
- *If unsure if the project fits the grantmaker's goals, contact them*
- *Refine your project to meet the grantmaker's requirements*

The Fundamentals



- **Explain the problem** – Why is this a problem? Use data to support your claim
- Explain “**why**” – Why will the problem be solved by the solution you identified?
- Explain “**what**” – What will your project accomplish? What have you done so far, and how will your proposal improve it?
- Explain “**how**” – What will you do? What are the program activities, and who will lead and execute them?
- Explain “**who**” – Provide a description of the beneficiaries of your grant
- Answer every “**shall**” – When the grant maker lists “shall” do. You must address every item on the list.



Gathering Background Information

The first thing you will need to do in writing a grant proposal is to gather documentation for it.

- ***Concept***
- ***Expenses***
- ***Program***

II. Life Cycle of Grant Writing

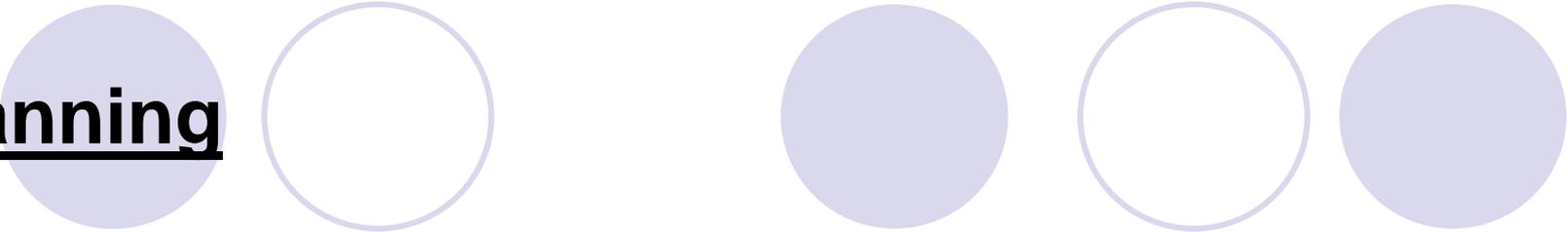
The life cycle of grant provide an overview of steps for the grant writing proposal submission and administration process from beginning to completion.

- ***Generating Your Idea***
- ***Finding Funding***
- ***Developing Your Proposal***
- ***Submitting Your Proposal***
- ***Awaiting and Responding to the Decision***
- ***Award Negotiation & Set-up***
- ***Managing Your Award & Closeout of Project***



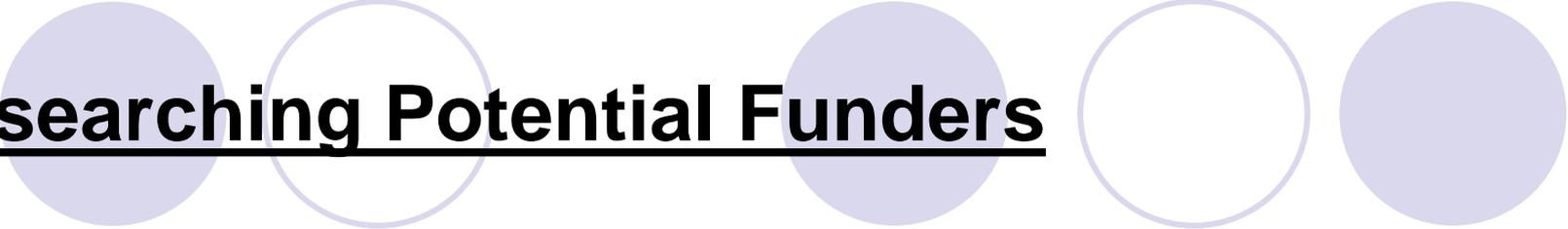
Summary In Brief The Grant Proposal Process

- **Planning**
- **Research**
- **Writing**
- **Communication**



Planning

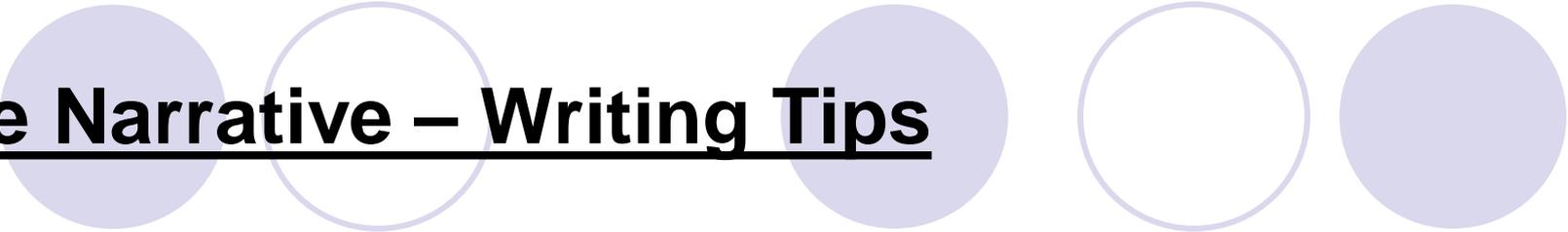
- **Information gathering**
- **Project concept and relevance to mission**
- **Time frame**
- **Outcomes**
- **Cost**



Researching Potential Funders

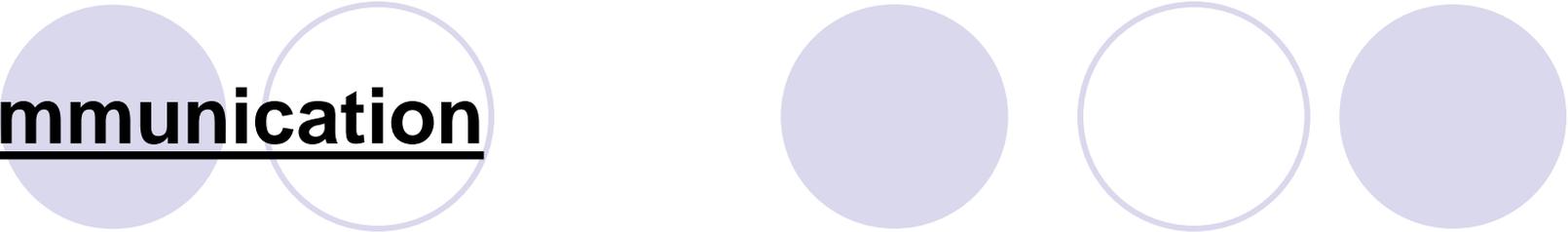
Establishing the match

- **What you do: “Field of Interest”**
- **Where you do it: “Geographic Focus”**
- **Type of Support**



The Narrative – Writing Tips

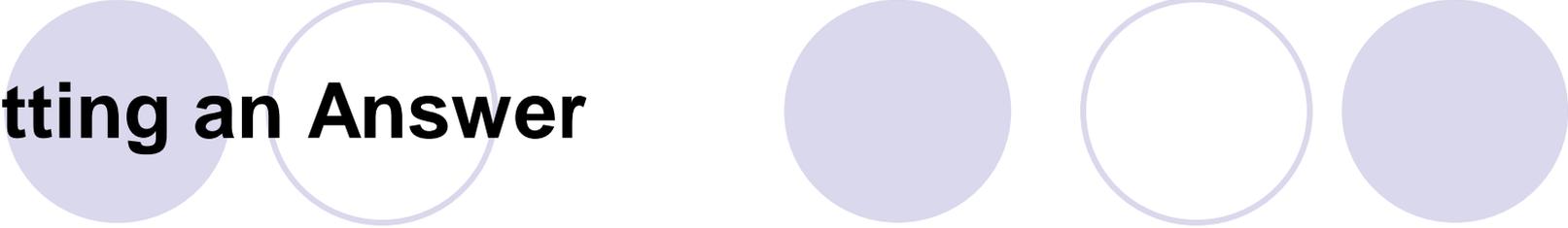
- **Begin with an outline**
- **Name your project**
- **Keep language clear and simple**
- **Use action words**
- **Avoid jargon and acronyms**
- **Revise and edit**



Communication

Follow-up: Building Relationship

- Telephone conversations
- Information updates
- Board contact?



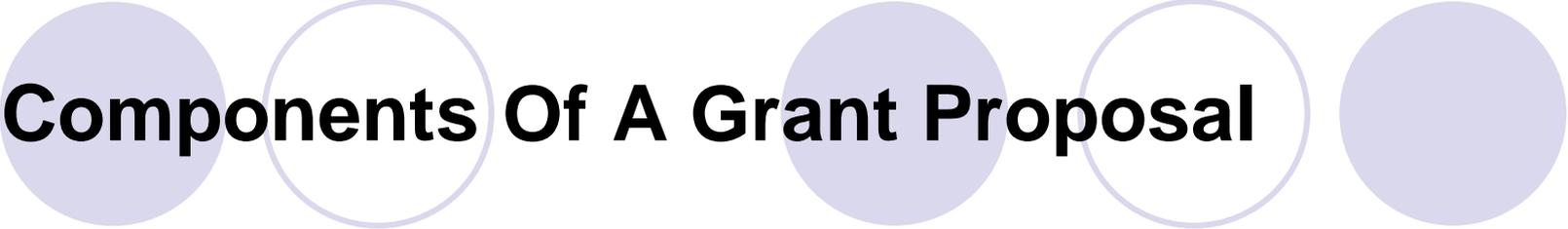
Getting an Answer

The Answer is YES!

- Send a thank-you letter
- Keep the funder informed
- The renewal request

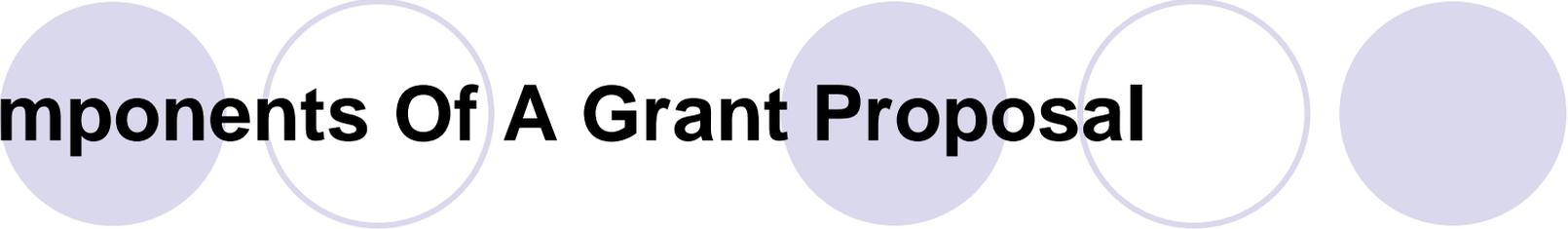
The Answer is NO!

- It's not personal
- Find out why
- Ask about future funding
- Move on; seek other prospects



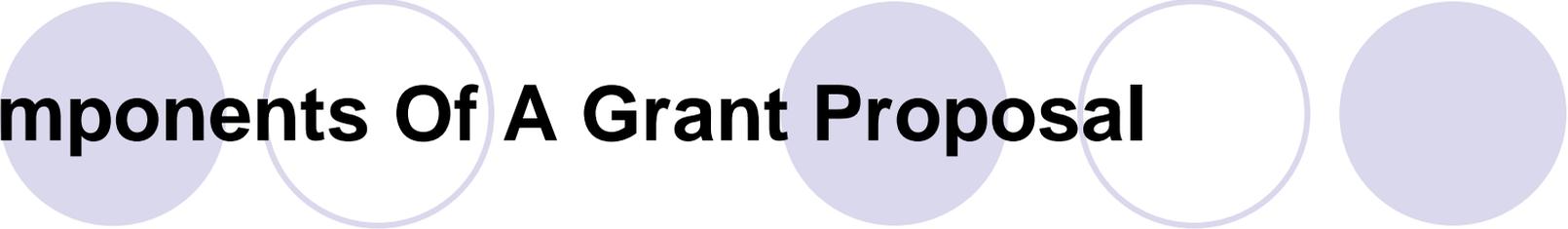
III. Components Of A Grant Proposal

- **Cover Letter**
- **Summary or Abstract**
- **Introduction or Background Description**
- **Statement of Problem or Need**
- **Goals and Objectives**
- **Measurable Outcomes**
- **Method or Tasks**
- **Evaluation**
- **Budget**
- **Future Funding**



Components Of A Grant Proposal

- ***The Cover Letter:*** The cover letter *briefly describes* the content of the grant proposal. It should contain vital information about the applicant, what the grant proposal is requesting, and the amount being requested.
- ***Summary or Abstract:*** The summary may be called by other names such as: Key words, Abstracts, Synopsis or an Overview. Most *often limited to one page* or less. It should clearly and concisely summarize the request, and briefly describe who you are, state what your project is, who will benefit and the anticipated cost. The key to writing a good summary is to *write it last*.



Components Of A Grant Proposal

- ***Introduction or Background:*** This is a time to establish credibility as an applicant. It describes your qualifications, why it was started, what its goals are, how long your organization has existed and a few accomplishments, your mission and philosophy.
- ***Statement of Problem or Need:*** This is the most critical part of your Grant Proposal. You have an opportunity to demonstrate your understanding of the problem to be addressed, and to document the need to be met or problem to be solved by the proposed funding.

The “*problem statement*” looks at a particular situation, relates it to similar situations that exist, and shows the broader implications of your program.

The “*need or needs assessment*” generally focuses on the conditions in the lives of your clients or constituents that you wish to change.

Components Of A Grant Proposal

- **Goals and Objectives:** “Goals” are the overall intent of what you will accomplish through the administration of your program. “Objectives” are what you will accomplish within a stated time period.
- **Measurable Outcomes:** Specific numbers that the funding agency can use to evaluate the success of the program. They may involve the number of participants, timelines, amount of money used to achieve a goal, etc.
- **Methods or Tasks:** Describes the activities or means of achieving your program goals or activities, strategies, or steps to be taken to achieve the desired results. The basic requirements of the methods are *clarity* and *justification*. Methods should be understandable, and be accompanied by an explanation of the rationale underlying your choice of them.

Components Of A Grant Proposal

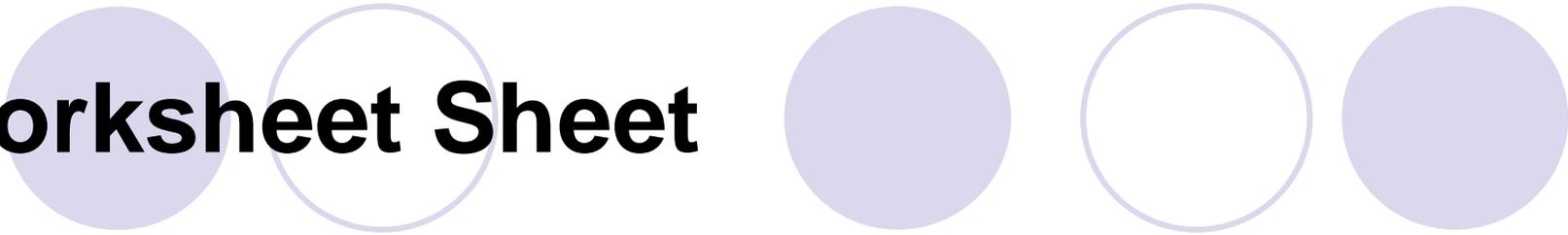
- **Evaluation:** Refers to “*measurable outcomes.*” It presents a plan for determining the degree to which objectives are met and methods are followed.
- **Budget:** Requirements differ contingent upon funding source. Some budgets may require matching funds or in-kind contributions. The budget format normally has two basic components: (a) *Personnel*, and (b) *Non-Personnel* costs. There is an optional component called “*Indirect Costs.*” There is a “**Budget Summary**” which is written after the budget is complete and is presented at the beginning of the budget. There is also an “**Itemized Budget**” which itemizes individual expenditures
- **Future Funding:** Describes a plan for continuation beyond the grant period and/or the *availability of other resources* necessary to implement the grant.

IV. Hands on Exercise In Grant and Proposal Writing

Grant & Proposal Writing Worksheet

- *Let's Write a Grant Proposal*
- *Explore and express your creativity*
- *Respond to the components of a Grant Proposal*
- *Assist in refining your Grant and Proposal writing skills*
- *Review the exercise*

Worksheet Sheet



- *The Cover Letter*
- *Introduction or Background*
- *Statement of Problem or Need*

Workshop Sheet

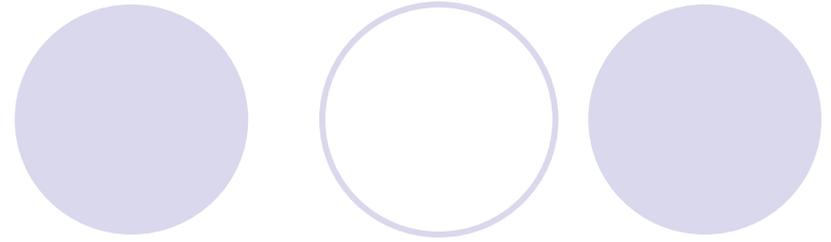


- *Goals and Objectives*

- *Measurable Outcome*

- *Methods or Tasks*

Workshop Sheet



- *Evaluation*

- *Budget*

- *Future Funding*