Grant Writing

Zonta Club of Fort Collins

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ZONTA
**CLUB OF
FORT COLLINS**

MEMBER OF ZONTA INTERNATIONAL
**EMPOWERING WOMEN
THROUGH SERVICE & ADVOCACY**

Where Do You Start?

- Have a great idea that you would like to use for a project or activity?
- Have no money or limited financial resources?
- Use your great idea to write a grant proposal.
- No idea, come up with one.
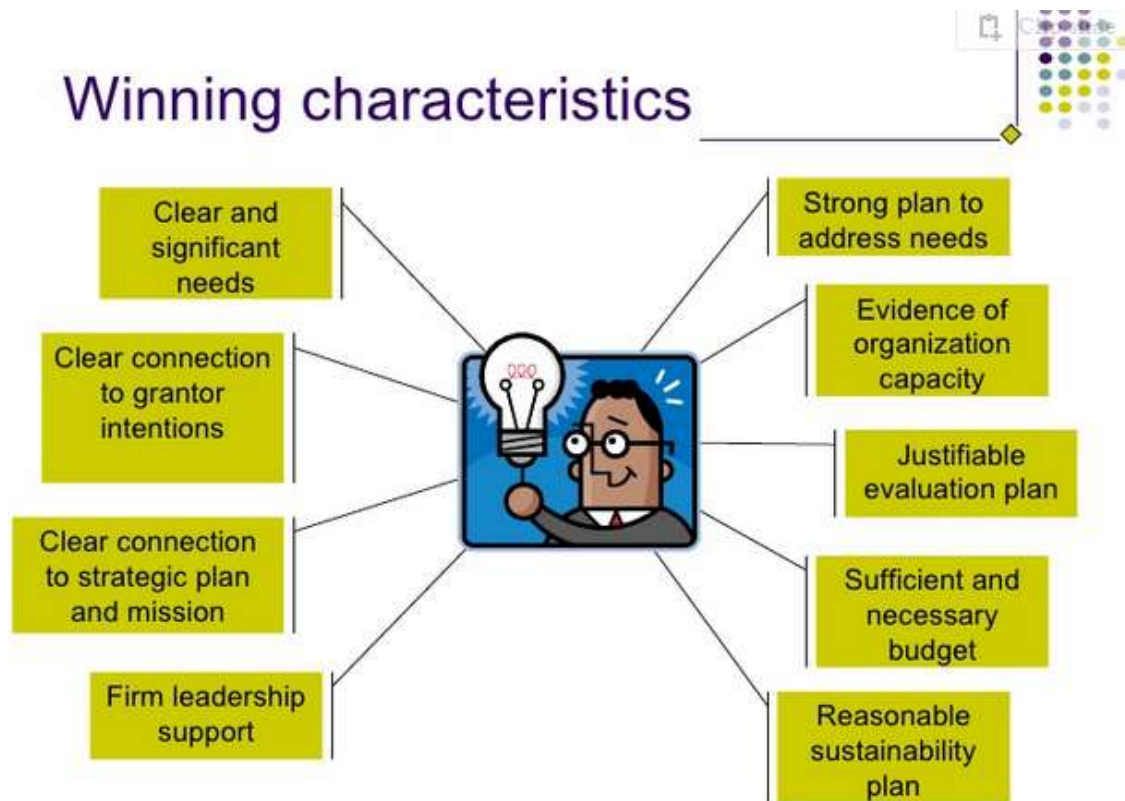
What Grants Do and Don't Do

▶ What Grants Do:

   ▶ Provide funds to address specific needs

   ▶ Provide funds to initiate new programs

   ▶ Lead to future revenue

   ▶ Address shortfalls for critical services

▶ What Grants Don't Do:

   ▶ Provide complete budget flexibility

   ▶ Create cash pools

   ▶ Help you plan

   ▶ Solve problems

   ▶ Last forever

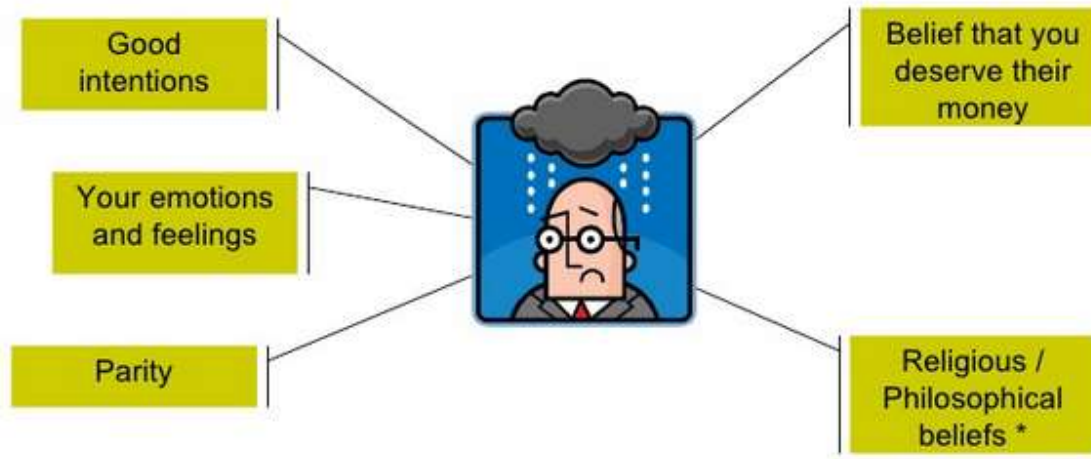   ▶ Ensure Success

Winning Characteristics

Irrelevant Elements

Task 1: Identify Needs

- What need are you trying to address?
- How do you know that this need exits?
- This begins the process of making a case for funding.

Task 1: Identify Causes

- Why does this need exist?
- How do you know?
- This begins the planning process for your methodology.

Task 1: Stating the Need

- Tips for persuasion:
  - Describe what is, not what isn't
  - Quantify, quantify, quantify
  - Avoid "preaching" words (e.g. should, ought) and judging words (e.g. good, bad, necessary, or sufficient)
  - Connect assessment (what is) to effects (what happens)

Tips for Persuasion

- Examples:
    - Failed Grant: Children in ABC school don't have enough play time, so we should develop after school programs to allow them to be children and keep healthy
    - Winning Grant: Children at ABC school are permitted 15 minutes of play time each day, less than the 45 to 60 minutes recommended by doctors to help children learn socialization skills and develop strong muscles and bones.

Stating the Need

- Clearly and Concisely
  - 30 second elevator speech
  - Clearly state need in terms of causes and effects
  - Simple language (2nd grader)
  - 1 sentence limit
  - Write, review, revise
  - Write your need statement and share (have others read it)

Task 2: Approaches

▶ Identify available grants and funding, and then figure out what to do with it (weak)

▶ Identify needs, and then find funding to address needs (strong)

Where Do You Seek Out Funding?

- Government Grants
- State Grants
  - Colorado Common Grant Application
- Private Foundations
- Corporations
- Local City Entities
  - Walmart
  - Wells Fargo
  - Whole Foods

Finding Funding: Foundations

▶ Generally give only to 501 (c) (3) organizations

▶ Open deadlines for accepting proposals

▶ Broad areas of interest or specific niche

▶ Multi-year awards potential

▶ Funds distributed on award or schedule (e.g. quarterly, annually)

▶ Expect other support (e.g. in-kind, matching)

▶ Decisions made by trustees, board with community members

▶ Decisions may be subjective

▶ Relationships may affect decision-making

Searching for Grants

▶ The Internet is one of the best ways to search for grants

▶ Program at Harmony Library (nation-wide program)

▶ This is known as RFP or Request for Proposal

Two Different Ways to Approach a Grant Proposal

▶ According to the RFP or Grant Proposal.

▶ According to your project idea.

3. Determine Objectives

- Objectives:
  - What you want to accomplish.
  - What will demonstrate you have accomplished your goal?
- Objectives are changed conditions, resulting in a goal.

The Writing Process

▶ Writing a grant is like writing a lesson plan for Educators

▶ Take it step by step

▶ Project Summary

▶ Goals and objectives

▶ Project activities, methods and personnel

▶ Needs for the project

▶ Budget

▶ Evaluation

Required Components

▶ Endorsement letters from community entities, collaborating partners

▶ Proof of Tax Exempt Status, 501 (c)(3) Determination letter

▶ Project sustainability

▶ Project leader resume

▶ Project Summary or Abstract written last, a short summary of grant

▶ Goals/objectives: how do outcomes meet objectives

▶ Objectives are SMART

- **S**pecific: detailed description of what will be accomplished
- **M**easurable: observable, countable
- **A**chievable: possible with organization's capacity in specified time frame
- **R**ealistic: valid, can be accomplished
- **T**ime-based: accomplished by stated time

4. Develop Evaluation Plan

- ▶ The process by which you determine success or necessary modifications

- ▶ How will you evaluate the project?

- ▶ Data will assist you through this process by validating proposal objectives

- ▶ Data collection from a variety of sources the correlates to your project.

- ▶ Two forms of evaluation:

  - ▶ Summative: takes place after the learning has been completed and provides information and feedback that sums up the teaching and learning process.

  - ▶ Formative: provides feedback and information during the instructional process, while learning is taking place, and while learning is occurring.
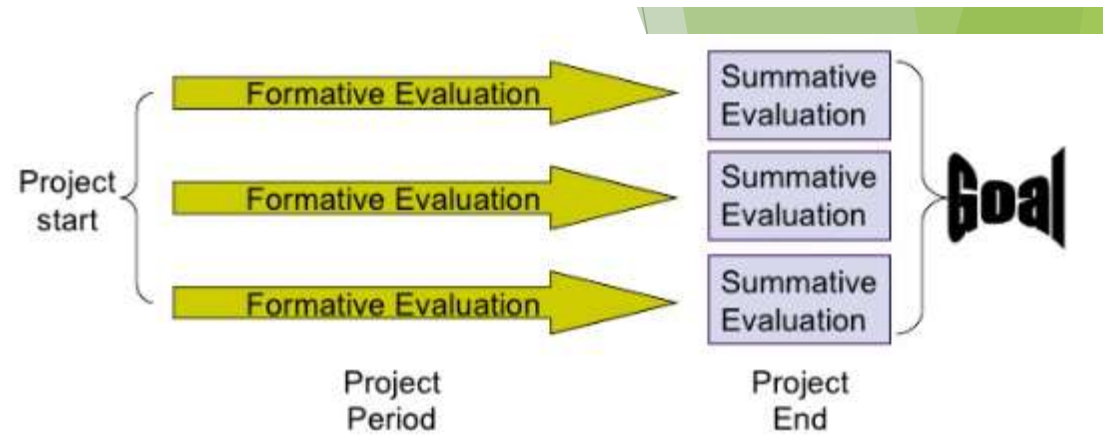
5. Plan Methodology

▶ Methodology guided by the evaluation plan

▶ Central question: What do you need to do o have a successful evaluation?

▶ What methods will you use to meet objectives?

▶ What activities will be utilized?

▶ Foundations will often request detail plans

▶ Is there a timeline to break down major events?

▶ What is he need for the grant?

▶ Is there a problem that exists that you are addressing

▶ What is the target population?

▶ Share stories that address the needs.

6. Budget

▶ Common considerations:
  ▶ Sufficient and necessary
  ▶ Lean
  ▶ Justifiable per needs and plan
  ▶ Precise and detailed
  ▶ Obtain estimated costs from vendors
  ▶ Draws on other support such as in-kind, matching etc.
▶ Budget describes the implementation plan
▶ Often reviewed after the introduction, before the implementation plan

Sample Budget

Item	Model	Quantity	Amount Per Item	Amount
Digital HD Video Camera Recorder	Sony HVR-Z5U	2	4599.99	9199.98
Soft Camera Carrying Case	LCS-VCC	2	249.99	499.98
60" LED NX720 Smart TV	KDL-60NX720	1	2979.99	2979.99
			Total	$12,679.95

7. Sustainability Plan

► Central Questions:
  ► How will the project continue once the grant funding period ends?
  ► What are next target goals following the grant period?
► Typically discussed during the implementation plan
► Common approaches:
► Wrong (but common approach: See more grant funding; continuation funding
► If the project is valuable, grantors generally don't want it to end

8. Building Your Proposal

▶ Select coordinator

▶ Assemble development team

▶ Communicate with grantor contact

▶ Select grant writer

▶ Delegate research, partner tasks

▶ Develop components

▶ Team reviewers or established grant writer reviewer

▶ Get necessary approvals

▶ Review and plan carefully attachments

▶ Package and submit

Create a development timeline

2 weeks to 2 months

Packaging and Submitting

- ▶ Double check all grant directions and follow requirements
- ▶ Is your vision clear and objectives measurable?
- ▶ Did you clearly indicate your need for the grant proposal?
- ▶ Check for all grammatical and spelling errors (use word/cut/paste)
- ▶ Have colleague/grant writer friend proofread it.
- ▶ Turn it in on time, before the last day it is due.

Packaging

- General packaging guidelines:
  - 1-inch margins
  - 1-sided
  - Binder clips, not staples
  - Black and white printing only
  - Many are online applications
- Attend to page counts, character counts, word counts carefully
- Graphics/charts; easy to understand in black and white
- Know your deadlines, and submit early!
- Electronic submissions
  - Have a tech person handy
  - Start early, problems with computers occur.
- Inform of delivery, confirm of receipt

Congratulations

► Now you wait as you begin your next grant.

► If your grant is not awarded:

   ► Talk to grantor contact

   ► Ask questions

   ► Get reviewer's feedback if possible

   ► Recraft and resubmit when it is available

   ► Learn from it

   ► Celebrate

► The real work begins when the grant is awarded.
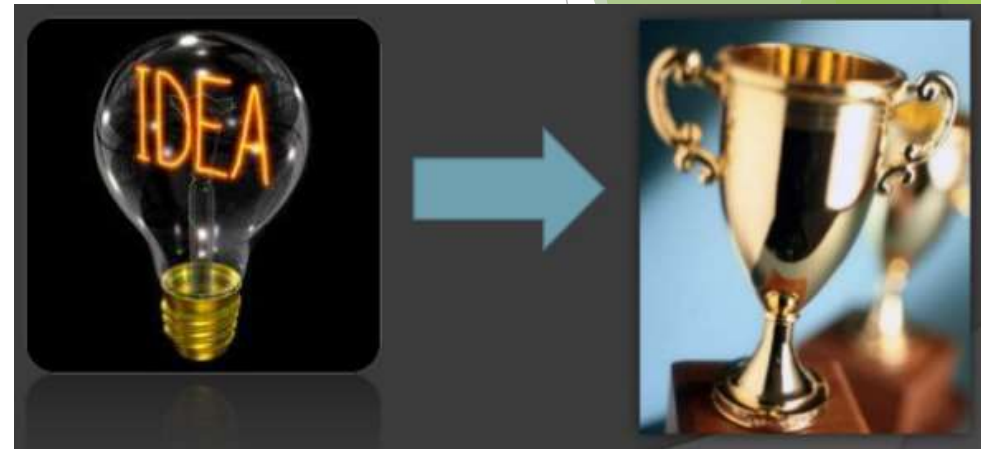
Resources

▶ Her Legacy: Women of Fort Collins

   ▶ www.HerLegacyZontaFC.com (website)

   ▶ www.HerLegacyZontaFC.org (FB)

   ▶ www.DreamFund.com/ZontaMural (donation site)

▶ Kat Grant Writing Basics PPT by Katriana Lightcap

▶ Community Resource Center Grant Writing Workshop

▶ Book: The Only Grant Writing Book You'll Ever Need (Karsh/Fox)

▶ Basics of Grant Writing PPT by David Bowman, Precise Edit

▶ Estes Park Non-Profit Resource Center