# Governor's Grants Office

## Basic Grants Training 2015

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# Part I – Business of Non-profits

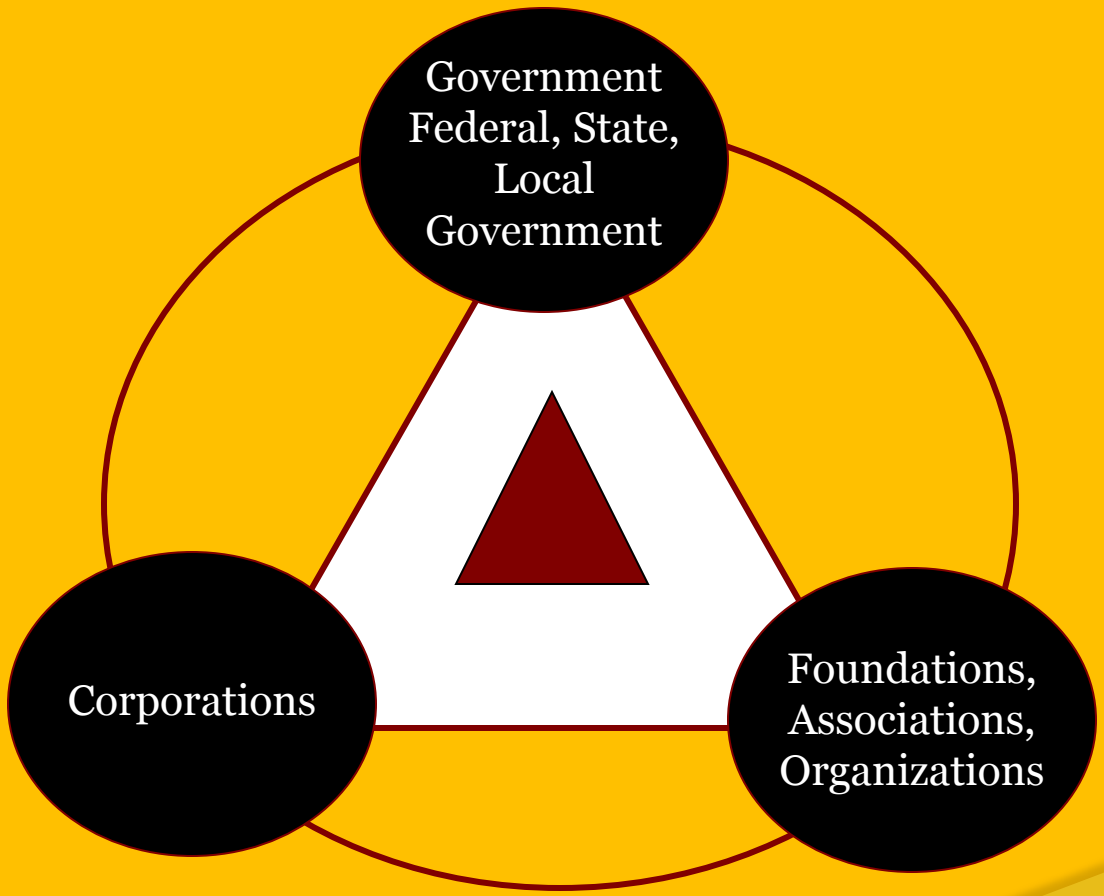
# Grant Writing Basics – 3 Simple Steps

- Identify
- Prepare
- Submit

Three Simple Steps,
No Simple Feat!

# Sustainability vs. Grants

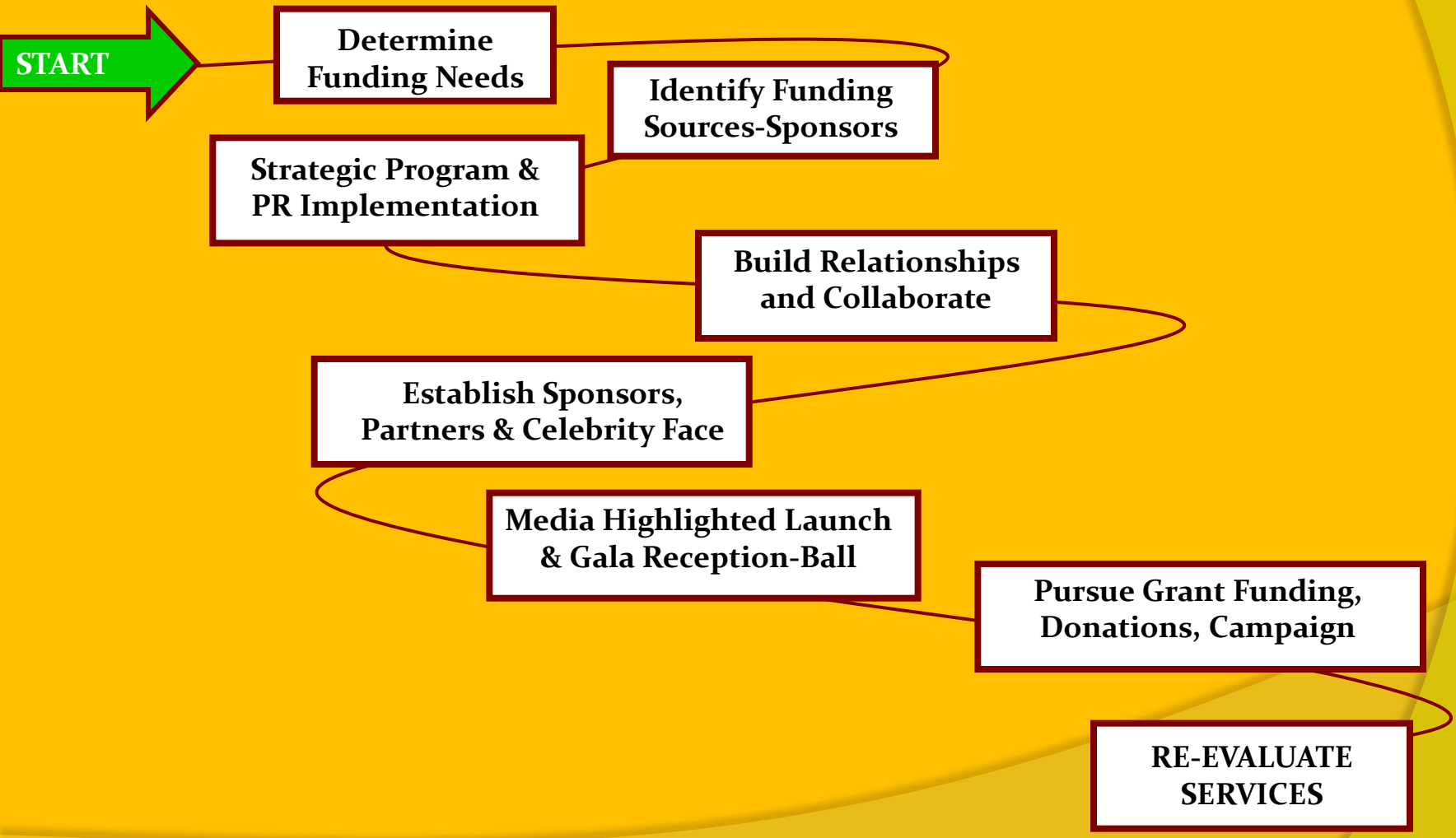
# Funding Sources



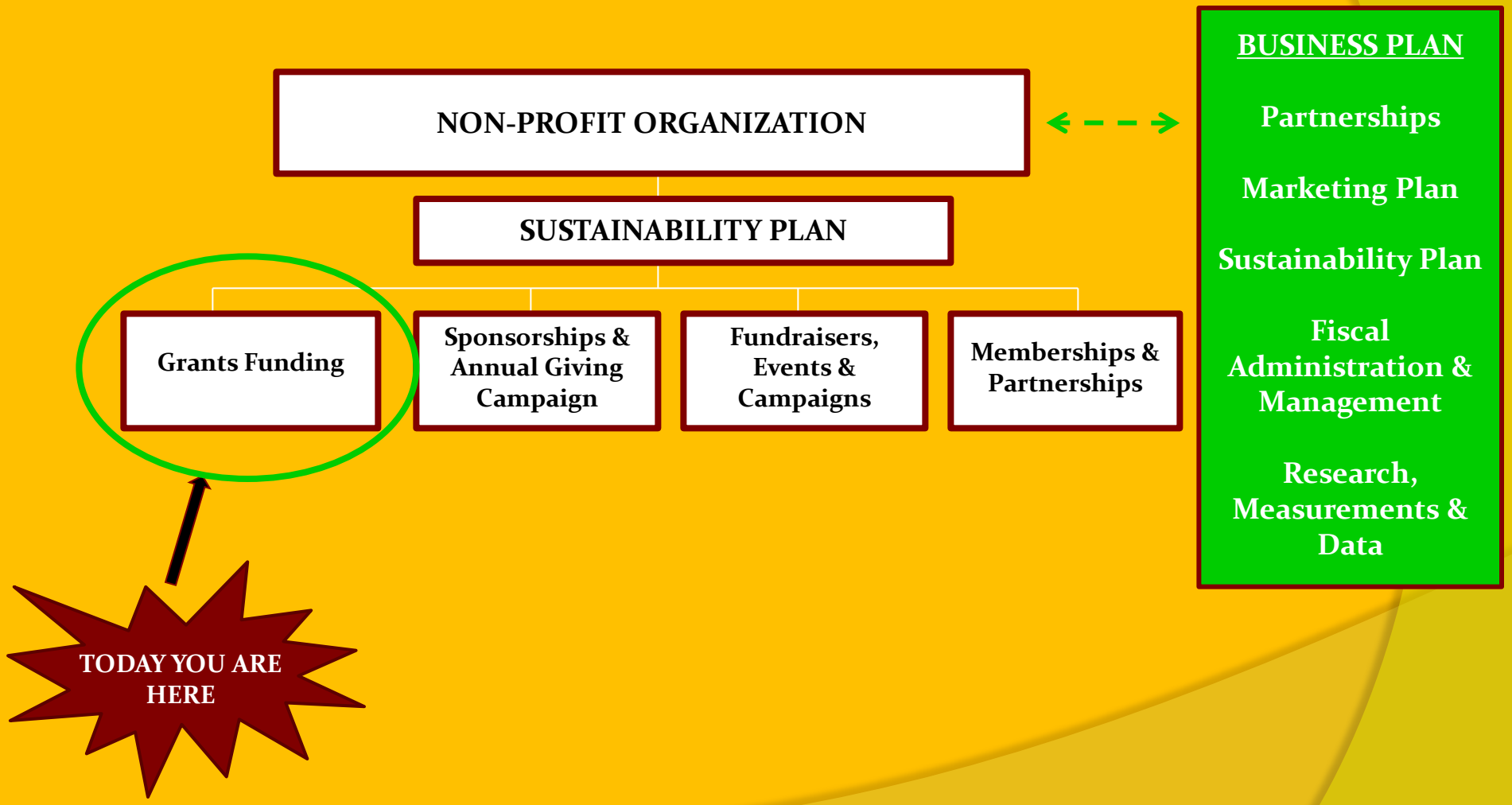
# Business 101 - Jenniferism

Your non-profit business is a business!

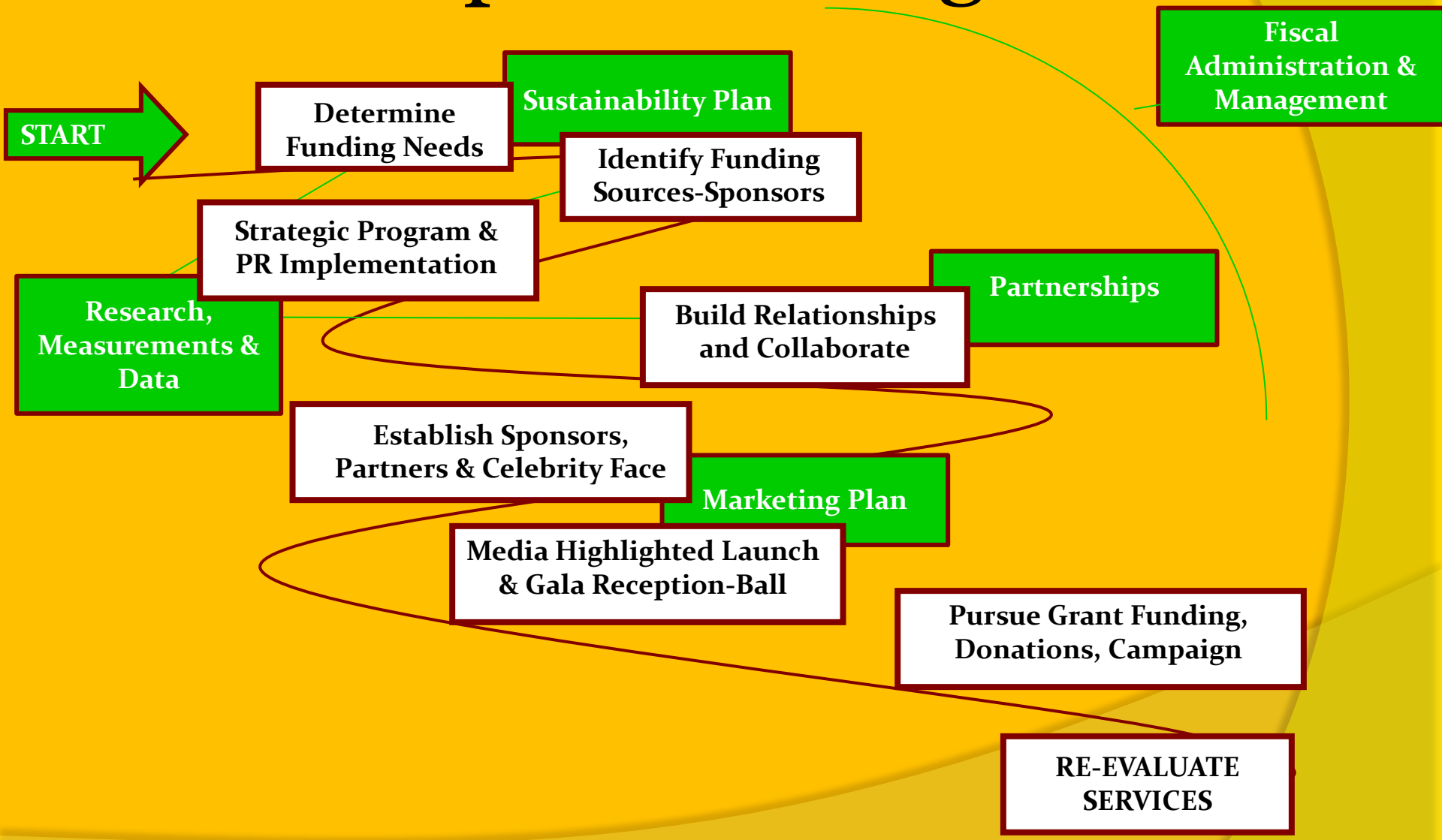
# Roadmap to Funding Success



# Sustainability vs. Grants



# Roadmap to Funding Success



# Part II – Prospect Research

# Grant Writing Basics – 3 Simple Steps

- Identify
- Prepare
- Submit

Three Simple Steps,
No Simple Feat!

# Proposal Development Stages

- Funding Strategy (Goals, Partners, Focus)
- Fundability Assessment
- Prospect Research
- Content Development
- Grant Identification
- Proposal Preparation & Submission
- Award Notification & Debriefing
- Grant Management & Fiscal Administration
- Grant Closeout

# Proposal Development Stages

- Funding Strategy (Goals, Partners, Focus)
- Fundability Assessment <- - - - - ->

**What do you need?**
**vs.**
**What you want?**

- **Prospect Research**
- Content Development
- Grant Identification
- Proposal Preparation & Submission
- Award Notification & Debriefing
- Grant Management & Fiscal Administration
- Grant Closeout

# Prospect Research

- Definition: a process in fundraising wherein a researcher identifies and provides relevant information about potential donors to an organization (http://www.aprahome.org)
- Resources: Foundation Library (foundationcenter.org)
  Governor's (http://grants.maryland.org)
  Grantsmart (http://grantsmart.org)
  Grantspace (http://grantspace.org)
  Guidestar (www.guidestar.org)
  WAGM (www.washingtongrantmakers.org)

# Part III – Grant Writing Basics

# The Grant Application
## Wealth of Information!

- Overview of Funding Entity
- Background or Purpose of the Opportunity
- Application Instructions
- Guidelines and Policies (Eligibility, Award, Funding Restriction, Data Sharing, etc.)
- Evaluation Criteria
- Submission Criteria
- Point of Contact

# Grant Applications

- Foundation Center (http://foundationcenter.org/findfunders/cga.html)
- Common Grant Application (http://www.commongrantapplication.com/)
- Grants.gov (http://www.grants.gov)
- USA.gov (http://www.usa.gov)
- New USA Funding (http://www.newusafunding.org)

# Rules for Successful Grant Writing

## Before Writing The Grant!

- Read the Grant Application, Instructions, Attachments
- Establish a Timeline for Preparing the Application
- Establish a Comprehensive List of Deliverables
- Assign Deliverables & Tasks to Team with Deadlines for Completing each Deliverable
- Communicate and Update Progress Regularly – Face-to-Face Meetings, Conference-calls, Emails
- Create a Hard Copy of the Proposal (Working Document)
- Assemble the Grant (Signatures, Letters of Support, etc.)
- Proposal Review – Primary Team, Second Team, Final Review Team (*build in time for mistakes, errors, etc.*)

# Rules for Successful Grant Writing

## Sections of the Proposal!

- Proposal Narrative/Research or Project Plan
- Background, Significance or Supporting Data
- Organizational Structure & Management Plan
- Experience & Past Performance
- Budget & Budget Justification
- Implementation Plan - Use of Funds, Quality Assurances, Reaching Target Group, etc.
- Collaborative Partners, Letters of Support & Matching Funds Commitments
- Plan for Self-Evaluation & Reporting

# Rules for Successful Grant Writing

## Before Writing The Grant!

- Outstanding Packaging, Organized Presentation and Table of Contents
- Answers the Basics with Specific Details/Data – Who, What, When, Where, Why and How?
- Well substantiated approach, data, statistics, etc.
- Infrastructure, Experience, “Skin in the Game” to Accomplish Tasks and Reach Milestones
- Well-Documented, Justified Budget
- Effectiveness or Measurable Outcomes

# Exceptional Grant Proposals

- Clearly and concisely presents the organization and provides all of the requested information.
- Ease of Reading & No Typos, Misspelled Words, etc.
- Logical Presentation of Justified Need or Specific Request
- Passion “Tell The Story”…. “Sell the Story”
- Strong Collaborations, Innovation or Impact
- Achievable Approach & Measurable Results
- Efficient Use of the Grant Award
- Experience, Progressive Growth, Data-Driven, Details, etc.
- Vision/Plan for the Future, Next Steps, etc.

# Grant Writer or Not?

- You are responsible for the grant that you sign and submit!
- Read the Application – You are the Subject Matter Expert and must implement the plan that is proposed.
- Ask for writing samples, client references, win rates.
- Sign an agreement that clearly states or ensures terms, process, timelines and confidentiality assurances.
- Establish a plan for communication - Grant Writers are only as good as the information provided!
- You get what you pay for!

# Rules for Successful Grant Writing

## Jennifer's Hot Topics!

- COLLABORATION, PARTNERSHIPS
- PROSPECT RESEARCH, FUNDING STRATEGIES
- DATA, RESEARCH, INFORMATION
- INTEGRATION OF TECHNOLOGY & INNOVATION
- HOT BUTTONS & WIN THEMES

# The End!