



Write Grant Proposals that Win!

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October 29, 2018 MD Governor's Grant Conference

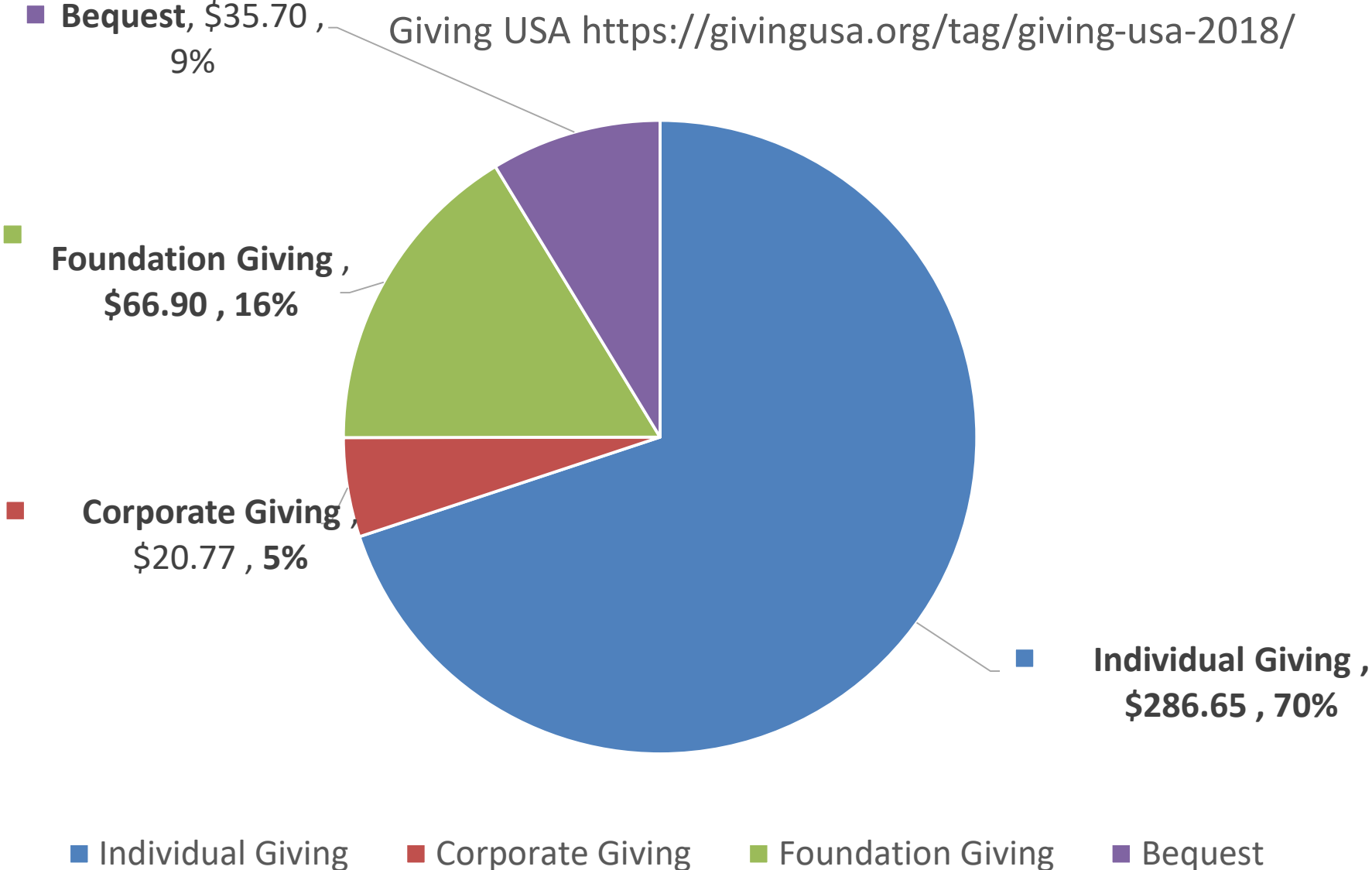
1:45-3:00 pm



Objectives

- Examine funding trends and best practices in fundraising.
- Create a targeted list of funders.
- Become familiar with sections of a grant proposal.
- Gain new skills in writing, prospect research, and fundraising.
- Learn Must-Haves to be Competitive and Master Time-Saving Tricks

Over \$410 Billion Awarded in 2017



Federal Government gave over \$660 B in 2017 (USAspending.gov)

SPENDING MAP

Input your Zip Code and select GO. Or choose two or more filters, such as, a state and county or state and congressional district and select GO to see the places of performance for prime recipient transactions. Click on a dot or the Award ID for more details. See How to Use the Map below.

Fiscal Year	FY-2017	Recipient Name		Award Type	<input type="checkbox"/> Contracts <input checked="" type="checkbox"/> Grants <input type="checkbox"/> Loans <input type="checkbox"/> Other Financial Assistance	<div style="background-color: #1a3d4d; color: white; padding: 5px; text-align: center; width: 50px; margin: 0 auto;">GO</div> <div style="background-color: #f4a460; padding: 5px; text-align: center; width: 50px; margin: 5px auto;">Reset</div>
State	View All	Zip Code	Zip Code			
County	View All	Cong. District	View All			
Agency	View All			Funding Amount		

United States



Total Awarded: \$662,706,241,255

Total Transactions: 540,002

Recipient	Amount	Award ID
100 Black Men of America Inc.	\$0	2014JUFX00...
11th Judicial District Attorney	\$48,098	G17SN0008A
11th Judicial District Attorney	\$64,544	G17SN0008A
11th Judicial District Attorney	\$2,234	G16SN0008A
12 & 12, Inc.	\$500	20050031OK
12 & 12, Inc.	\$116,859	20050031OK
12 & 12, Inc.	\$123,838	20050031OK
12 & 12, Inc.	\$100,653	20050031OK
12 & 12, Inc.	\$13,454	20050031OK
12 & 12, Inc.	\$120,785	20050031OK
1260 HOUSING DEVELOPMENT...	\$130,410	PA0064L3T0...
1260 HOUSING DEVELOPMENT...	\$22,400	PA0015L3T0...

Steps to Writing A Winning Proposal



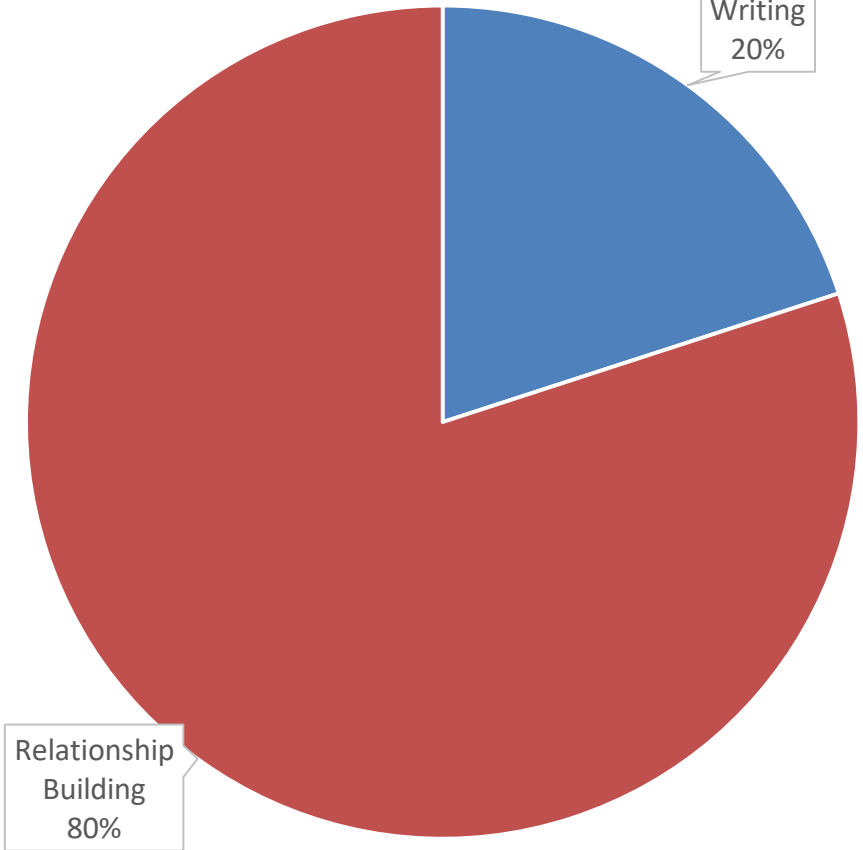
Are You Grant Ready?

1. How Many Years Have You Been In Business?
2. Has my organization been successful at fundraising and is my program sustainable?
3. Has my program been successful and produced real results that have been tracked?
4. Who do I know?
5. Do I have time for grant writing or the funds to hire a writer?

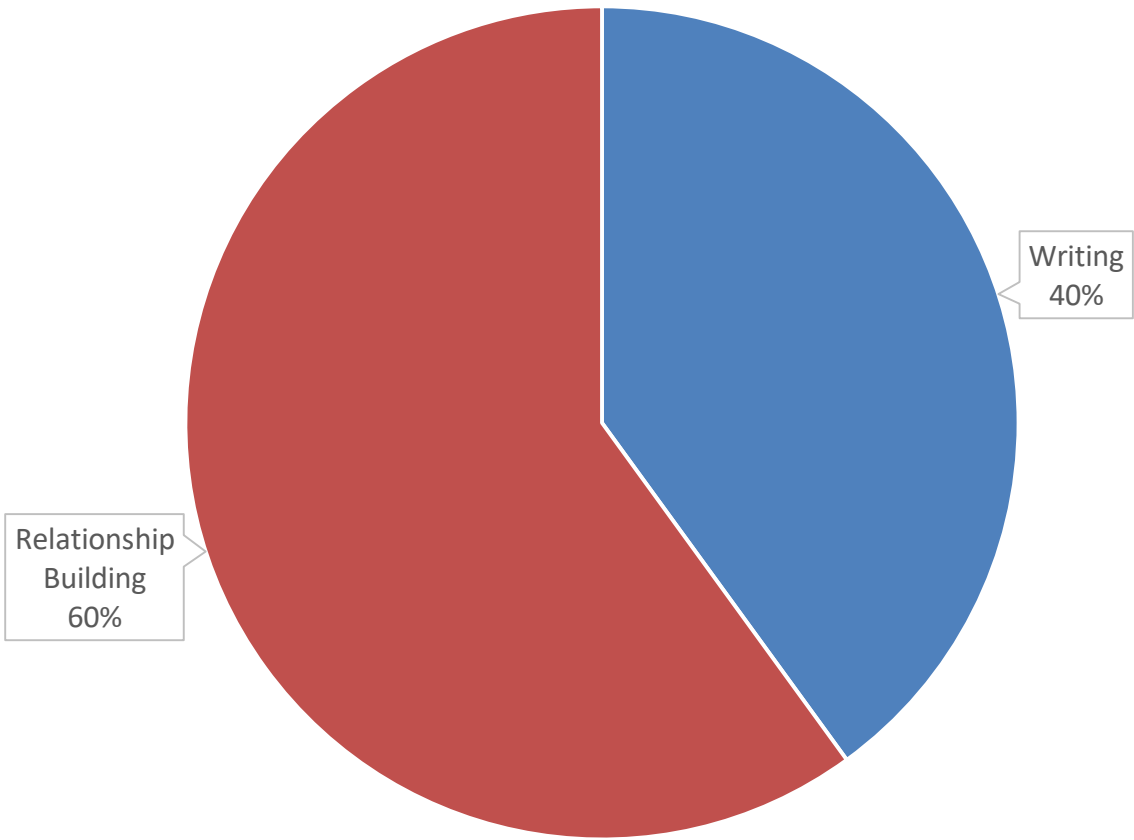
Can You Answer Yes to Most or All of these questions?

How Much Time Do I Need?

Foundation Grants



State and Local Government Grants



SWOT Analysis

Strengths	Weaknesses
Threats (Challenges)	Opportunities

PG Helps: Teen Resource Center SWOT Analysis

<p>Strengths</p> <ul style="list-style-type: none">10 years experienceLong term partnerships with other nonprofitsHave managed grants in the past	<p>Weaknesses</p> <ul style="list-style-type: none">Trying a new programRecent board turnoverNeed to develop an outreach strategyFunding
<p>Threats (Challenges)</p> <ul style="list-style-type: none">Limited support from parentsCompetition from similar organizationsSome students may have issues that impact progress	<p>Opportunities</p> <ul style="list-style-type: none">Partner with schoolsTeam up with other nonprofitsIncentives for parent and student involvement

Project Outline

Project Name:	
Total Project Cost :	
Project Description :	Field of Interest(s) Population Group(s) Geographic Focus
Project Needs	Support Strategy/Transaction Type

PG Helps: Teen Resource Center Project Outline

<p>Project Name: Keep Teens In School</p>	
<p>Total Project Cost : \$25,000 (Jan 2019- July 2019)</p>	
<p>Project Description : Provide non sports related afterschool programs for highschool teens identified as chronically truant. The purpose is to reduce the number of teens missing more than 7 days of school each year, and reduce truancy penalties faced by parents and students. This program will focus on issues that cause teens to miss school. We will discuss bullying, substance abuse, neglect at home, teen pregnancy, peer pressure, and depression. Our sessions are Monday through Friday.</p>	<p>Field of Interest(s) Youth</p> <p>Population Group(s) Teens (aged 14-18)</p> <p>Geographic Focus Prince Georges County MD. Zipcodes 20774, 20745, 20735, and 20744</p> <p>Schools: Friendly HS, Gwynn Park HS, Oxon Hill HS, Largo HS</p>
<p>Project Needs Gift cards Money for lunches 2 Passenger Vans for trips and volunteer activities Program Space Mentors, teachers</p>	<p>Support Strategy/Transaction Type General Operating Funds Program Development Funds</p>

Knowledge Check

1. How Many Years Should A Nonprofit be in Business Before Seeking Grants?
2. How Much Time Should You Spend on Relationship Building with Foundations?

Steps to Writing A Winning Proposal



Writing

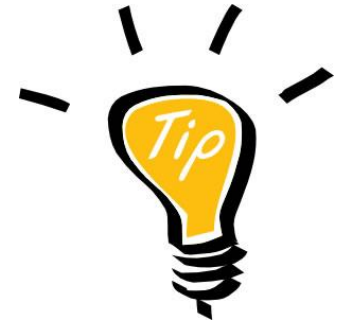
Research

Planning

Create A Targeted List of Funders

Steps

1. Create a Project Outline
2. Determine which programs need funding
3. Identify the type of funding that you need and how much
4. Read each funders profile- especially their 'funding limitations and giving priorities'
5. Visit the website, if provided, or call the organization to determine eligibility and interest in your project



- ✓ Look for local funders before branching out nationally.
- ✓ Make sure you read the website and application guidelines before contacting the agency.
- ✓ Attend workshops, meetups, and open houses to build relationships with the funder.

Who Gives Grants and Why?

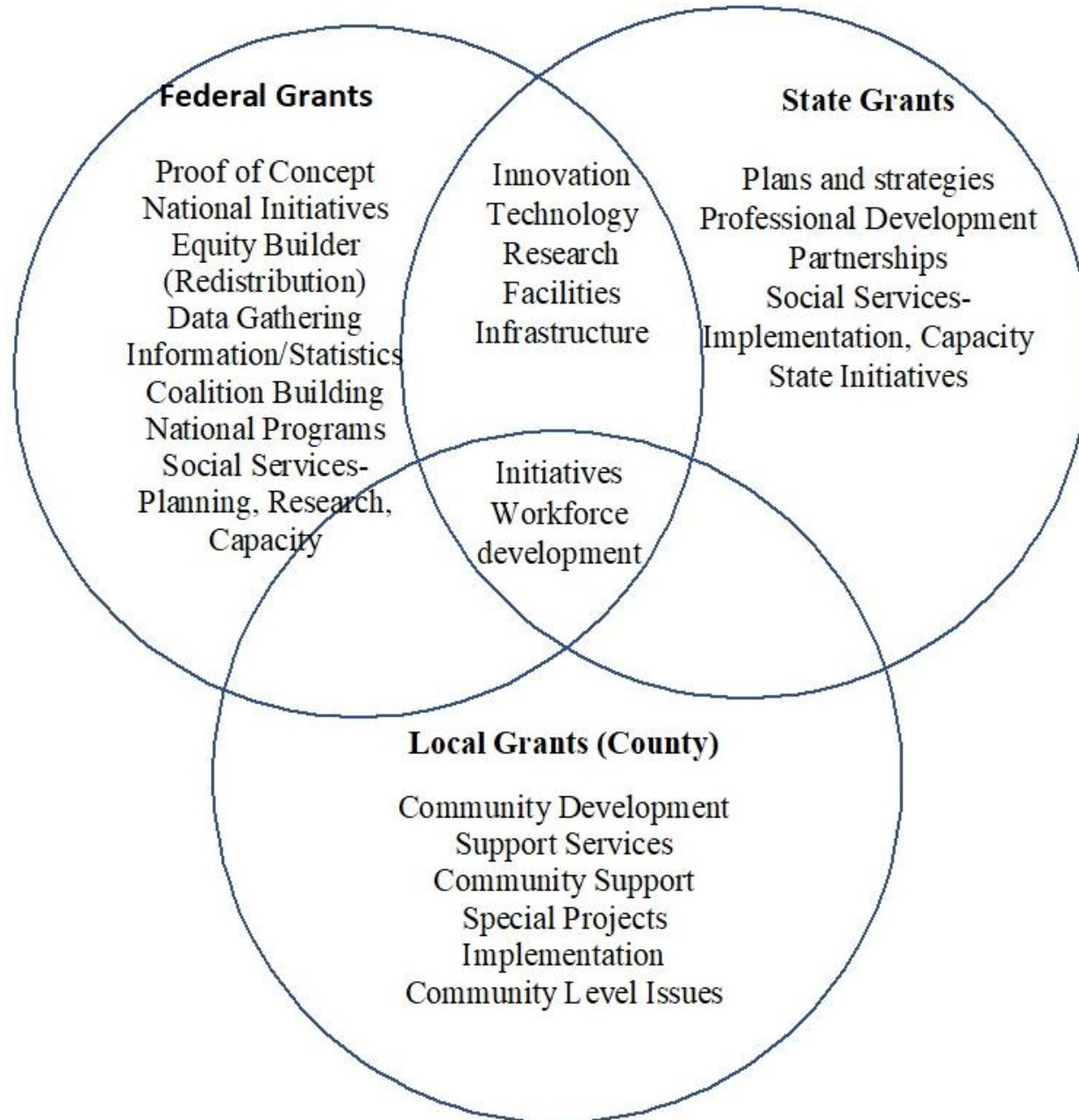
Private Sector Funders : Use funds from private sources.

- Foundations: Fulfill a Mission, Improve communities and the environment, policy or faith driven
- Corporations: Corporate Initiatives, please stakeholders, publicity, improve or sustain image

Public Sector Funders: Use funds from public sources.

- Federal, local, state governments and municipalities: Distribute wealth, implement policy initiatives, conduct research, test and find new technologies, collect data, economic growth

What Do Government Grants Fund?



- Federal Grants tend to focus on “Big Picture” ideas.
- State and Local Grants tend to focus on narrowly defined issues specific to their constituents.

Most Common Types of Grants

Program Development: Grants used for the expansion of existing programs or the creation of new programs. Have a specific and defined purpose. Most common type of grant award.

Building/renovation: Grants for constructing, renovating, remodeling, or rehabilitating an existing property. Difficult to find from foundations.

General/operating expenses: Support day-to-day operating costs. Includes expenses like salaries, rent, consultants, utilities, and equipment.

26 Agencies Have Grant Programs

U.S. Agency for International Development (USAID)
Corporation for National and Community Service (CNCS)
U.S. Department of Agriculture (USDA)
U.S. Department of Commerce (DOC)
U.S. Department of Defense (DOD)
U.S. Department of Education (ED)
U.S. Department of Energy (DOE)
U.S. Department of Health and Human Services (HHS)
U.S. Department of Homeland Security (DHS)

U.S. Department of Justice (DOJ)
U.S. Department of Labor (DOL)
U.S. Department of State (DOS)
U.S. Department of Transportation (DOT)
U.S. Department of the Treasury (TREAS)
U.S. Department of Veterans Affairs (VA)
Environmental Protection Agency (EPA)
Institute of Museum and Library Services (IMLS)
National Aeronautics and Space Administration (NASA)
National Archives and Records Administration (NARA)

National Endowment for the Humanities (NEH)
National Science Foundation (NSF)
Small Business Administration (SBA)
Social Security Administration (SSA)
U.S. Department of Housing and Urban Development (HUD)
U.S. Department of the Interior (DOI)
National Endowment for the Arts (NEA)

How to Find Grants

Prospect Research – Create a targeted list of grants that meet your program needs and you meet their program needs.

Look at Your Competitors- Who have they received funding from (www.guidestar.org)

Look at Grantmakers- Who have they funded in the past, at what amounts (www.foundationcenter.org, 990 tax forms

Media- ListServ, Grants.gov , Catalog of Federal Domestic Assistance <https://www.cfda.gov/>

Word of Mouth- Maryland Nonprofits, Prince Georges County Nonprofits, Grant Professionals Association

Where to Find Grants

- Washington DC Grant Clearinghouse <https://opgs.dc.gov/page/opgs-district-grants-clearinghouse>
- Washington DC Funding Alert <https://opgs.dc.gov/service/funding-alert-information>
- Maryland InfoPortal <http://planning.maryland.gov/ourwork/marylandinfoportal.shtml>
- MD Grants Office <http://grants.maryland.gov/Pages/default.aspx>
- Virginia State Grants: <https://governor.virginia.gov/policy-priorities/grants/>

Knowledge Check

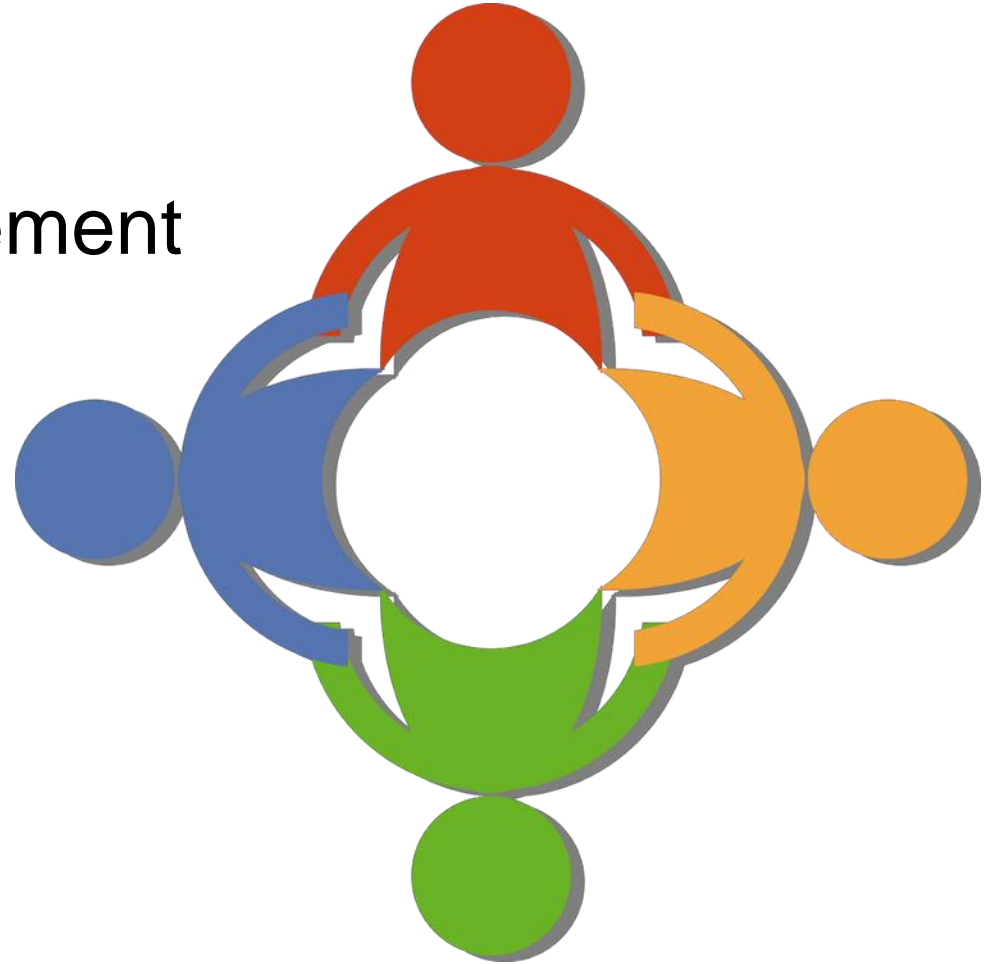
1. What is the motivation for corporate funders?
2. What are two websites you can use to find grants?

Steps to Writing A Winning Proposal



Most Common Sections of A Grant Application

1. Organizational Experience
2. Statement of Need or Needs Statement
3. Project Goals and Objectives
4. Evaluation Plan
5. Budget Plan and Narrative



Organizational Experience

The **Organizational Experience section** of a proposal highlights History, Mission, and Background experience. **A Winning Application Should Include:**

1. Brief description of the organization and products and/or services provided.
2. Evidence of program or organizational maturity- how many years in business.
3. Evidence of pre-existing resources, conditions, and/or assets that indicate a reasonable likelihood of success.
4. Stakeholder and community partnerships.

Organizational Experience

- Knowledge of the subject (research, participate in stakeholder groups, etc.)
- Current Activities (newsletters, program activities)
- Financial Capability (resources at hand)
- Lessons Learned (What challenges you face, your plan to mitigate those challenges)
- Partnerships (show that you are involved and well supported)

Needs Statement

The Who, What, Where, Why and When

1. Who Do You Serve?
2. What do they Need to Be Successful?
3. Where are you providing services?
4. Why are these services necessary-
beyond feelings, what are the facts
5. When- When will a change come?



Needs Statement

Types of Need

1. Geographic (Disaster Prone, City, Blighted, Rural)
2. Economic (low income, high unemployment, closed facilities)
3. Ethnic (minority, Native American, first generation, immigrant)
4. Education(scores, teacher retention, graduation rates)
5. Health (obesity, food desert, high blood pressure, HIV-positive)
6. Sex/Gender (female, LGBTQ, male, etc)
7. Age (youth, children, elderly, non-traditional student)
8. Special Populations (disabled, drug abuse, foster care, homeless)

Project/ Program Strategy

The **Project section** includes the Goals and Objectives, Timeline, and Strategy. **A Winning Application Should Include:**

1. Overall goal and/or desired impact.
2. Description of how the project aligns with the funding agency's focus areas.
3. Description of the approach (what you plan to do and why) and activities.
4. Timeline of activities that does not begin prior to grant period.
5. Objectives are "SMART" (specific, measurable, achievable, relevant, and time-bound).
6. Responsible parties are identified at each stage
7. Community Involvement/ Outreach

Why S.M.A.R.T.?

Specific: What will be done?"

Measurable: How you will know the project goals have been met. Should include quantity, quality, frequency, costs, deadlines, etc.

Achievable: Answers the questions "can the organization do it?" and "can it be done within the timeframe."

Relevant: What is the impact?

Time-oriented: When will activities be done?

S.M.A.R.T Examples

Okay Version :

Goal: Reduce staff turnover and improve productivity.

Objective 1: Host a team building training to build trust and boost morale.

S.M.A.R.T. version

Goal: Between June 2019 and December 2020, Health Group for Kids, will reduce staff turnover for 100 employees by 25%.

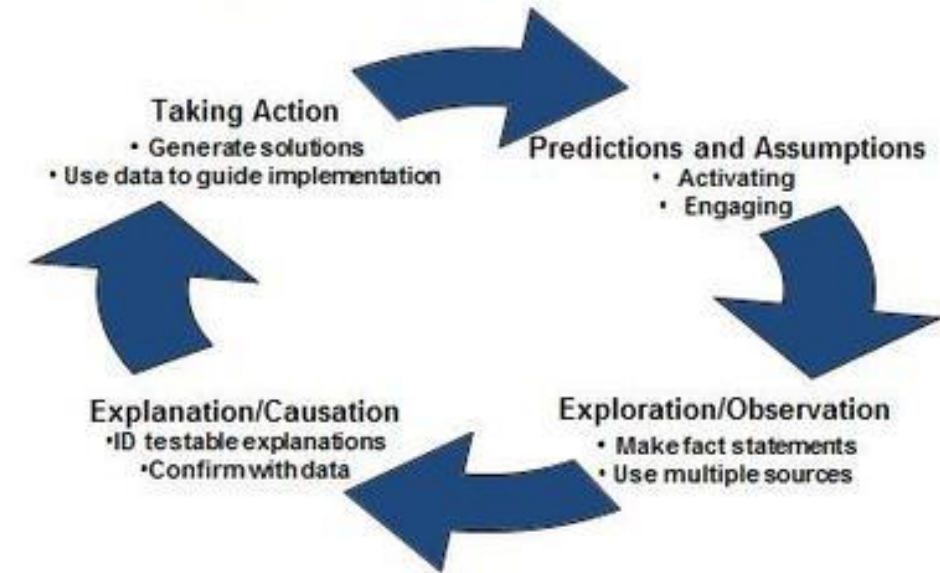
- **Objective 1:** Better Training Inc. will host a 1 day, team building training for 100 employees at Health Group for Kids headquarters. Staff learn 5 Communication Strategies.

Evaluation

The **Evaluation Section** identifies performance measures, and method used to evaluate impact or results. **A Winning Application Should Include:**

1. A clear plan that describes how activities will be monitored and measured against objectives.
2. Monitoring and evaluating activities are outlined (e.g. contracting a third party, designating a current staff member, etc..).
3. Describe relevant experience conducting monitoring or evaluation.

Data-Driven Dialogue



How Do You Evaluate Your Program?

Writing A Budget

The **Budget Plan** outlines each items described in the proposal. **A Winning Application Should Include:**

- Funding requested that is appropriate for the scope of the project.
- Costs that are reasonable, necessary and allocable.
- Description of costs and how it supports the project objectives.
- Budget calculations and documentation.

Allowable, Allocable, Reasonable

Budget Key Takeaways

The Budget Plan Should :

- Be Consistent with the project proposal
- Have No New information introduced
- Use the format provided
- Be Easy to understand
- Only contain line items essential to the success of the project
- Have costs that are reasonable in price



Knowledge Check

1. Name 5 Sections of the Proposal?
2. What are 3 ways to evaluate success?
3. How should you write objectives and goals?

How to Win When Responding to the RFA (“Grant Writing”)

- Start Early and Attend All Workshops
- Assess Your Resources (Financial, Staff, Time)
- Personally Connect with the Program Officer (Call, Email, etc.)
- Follow Guidelines
- Prepare an Outline
- Focus on Funders Interests
- Be Concise and Clear
- Answer All Criteria
- Revise and Edit...(At least 4-5 Drafts- make sure to remove track changes!)

Let's Connect

Visit Us Online: www.nonprofitcurrency.com

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- Links to Resources and Funders Watch
- Training Videos
- Upcoming Events

Social Media: Sidnae Global Research @ LinkedIn

Email and Phone:

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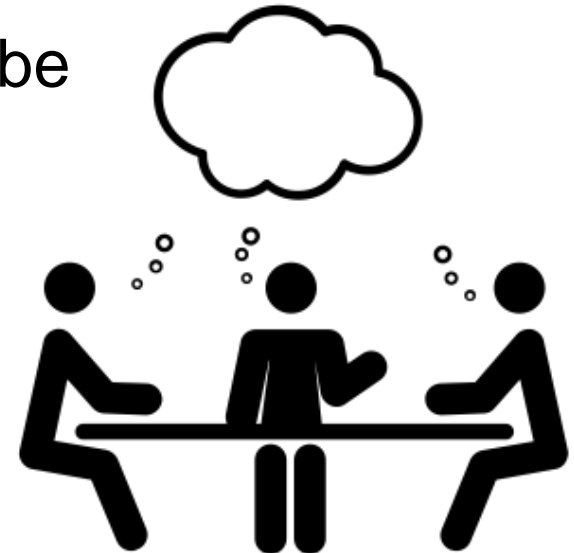
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After Application- External Review

Merit Reviews are conducted by program staff and external reviewers. Review panels usually consist of 3-4 individuals from various backgrounds.

Points to Remember

- Panel members may have no direct knowledge of your industry
- Spell out all acronyms.
- Any person on the panel, regardless of background, should be able to understand your program.
- Do not use jargon.
- Be concise, yet detailed in your responses.
- You can be a reviewer too!



Funding Awarded

If you have applied for a government grant and been awarded, make sure to celebrate! Hundreds of applicants apply for grants during the competitive process, and only 10-20% receive funding.

■ Pre-Award (4-12 Months)

The pre-award phase begins when the agency solicits applications through Funding Opportunity Announcements (FOAs) and ends after the applications have been reviewed and scored.

■ Award (1-5 Months)

After the objective review of all applications, the awarding agency will determine whether an award will be made.

■ Post-Award (1-5 Years)

The post-award phase begins when a successful applicant, known as a grantee or awardee, draws on awarded funds and starts work on achieving the outcome(s) of the grant.

Funding Denied

Don't give up! A denial does not mean no, it means not right now.

Next Steps

1. Request Your Scores
2. Request A Debriefing
3. Get linked up with technical assistance
4. Keep working and applying for funding

Let's Connect

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