Part I – Business of Non-profits
Grant Writing Basics – 3 Simple Steps

- Identify
- Prepare
- Submit

Three Simple Steps, No SimpleFeat!
Sustainability vs. Grants

NON-PROFIT ORGANIZATION

SUSTAINABILITY PLAN

Grants Funding  Sponsorships & Annual Giving Campaign  Fundraisers, Events & Campaigns  Memberships & Partnerships

Today you are here
Funding Sources

Government
Federal, State, Local Government

Foundations, Associations, Organizations

Corporations

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Grant Writing Basics
Your non-profit business is a business!
Roadmap to Funding Success

START

Determine Funding Needs

Identify Funding Sources-Sponsors

Strategic Program & PR Implementation

Build Relationships and Collaborate

Establish Sponsors, Partners & Celebrity Face

Media Highlighted Launch & Gala Reception-Ball

Pursue Grant Funding, Donations, Campaign

RE-EVALUATE SERVICES

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Grant Writing Basics
Sustainability vs. Grants

- NON-PROFIT ORGANIZATION
- SUSTAINABILITY PLAN
  - Grants Funding
  - Sponsorships & Annual Giving Campaign
  - Fundraisers, Events & Campaigns
  - Memberships & Partnerships

BUSINESS PLAN
- Partnerships
- Marketing Plan
- Sustainability Plan
- Fiscal Administration & Management
- Research, Measurements & Data

TODAY YOU ARE HERE
Roadmap to Funding Success

START

Determine Funding Needs

Sustainability Plan

Identify Funding Sources-Sponsors

Strategy Program & PR Implementation

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Marketing Plan

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Pursue Grant Funding, Donations, Campaign

Partnerships

Fiscal Administration & Management

Research, Measurements & Data

Sustainability Plan

RE-EVALUATE SERVICES

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

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

Find, Apply, Succeed