Grant Writing Basics

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Topics of This Session

- Matching funding to your objective

- Telling your story

- Writing the budget

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Match Funding to Your Objective

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Avoiding Mission Drift

- The Funding Dilemma
  - Settle for best fit
  - Hold out for exact fit

- Funding should help the effort become...
  - Sustainable
  - Focused
  - Productive

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Two Sources: Broad Strokes

Federal and State
- Awards based on strict guidelines
- Objective evaluations
- Formal reporting
- Check with your state agencies
- http://grants.gov/

Private Foundations
- Tend to be more relational
- May be more subjective in evaluations
- Reporting tends to be less formal
- http://foundationcenter.org/

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Checking the Fit: Quick Steps

- Goals and priorities
- Eligibility requirements
- Deadlines
- Amount of funding available
- Limitations on funding
- Cost sharing or matching
- Application procedure

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Taking Time to Examine the Details

- Read the entire guidelines – with a highlighter – and not at bedtime!
- Pay close attention to
  - Overall project timeline (start and end dates)
  - Evaluation criteria
  - Expectations on collaboration
  - How payments will be received
  - Reporting expectations
  - Any other detail that might impact your project's successful fit with the funding.

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Telling Your Story

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Using the Data to Tell the Story

Facts:
- Tell compelling stories
- Demonstrate knowledge of the issue
- Assist in measuring impact
- Can validate eligibility for funding

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Sources for Demographic Data

Start at home:
- Governmental agencies (town, county, state, federal)
- The closer to the project the better

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Describe the Past and Future

Be able to tell:
- What you have already done
- Who participated
- Who benefited
- Why this was important
- How the funder's contribution can increase success

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Plan SMART So Impact Evidence Is Easy to Collect.

Specific	• What do you want to achieve? • Where will you focus your efforts?
Measurable	• How do you plan to measure progress toward the goal? • What is the end result and milestones along the way?
Attainable	• Do you have the resources to achieve the goal? • What factors might prevent achieving these goals?
Relevant	• Is this important for your region? • Does this matter or bring benefit to the region?
Time Framed	• When do you want to achieve your goal? • What is the target date for accomplishing the goal?

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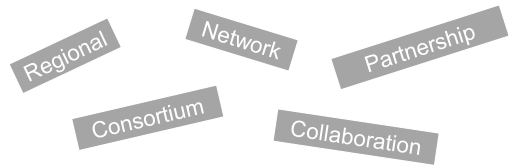
Measure Impact: Motivation

- If you measure **results**…
  - You can tell **success** from failure.
- If you can see **success**…
  - You can **reward** it.
  - You can **learn** from it.
- If you can recognize **failure**…
  - You can **correct** it.
- If you can demonstrate **results**…
  - You can **win** public support.

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Sustainability through Partnerships

Regional   Network   Partnership

Consortium   Collaboration

Who else in your region cares about what you do?

Do it Now.

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Writing the Budget

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Budget

- Use the budget to show how the grant fits into a larger plan.
- Most grant forms offer very few categories for expenses.

  - *Examples:*
    - ✓ Personnel / Fringe
    - ✓ Travel
    - ✓ Equipment
    - ✓ Supplies
    - ✓ Operational

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Budget Tips

- Don't be tight!
- Do your research on costs.
- Pay attention to limits and allowable expenses.
- Be clear with in-kind and matching funds.

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Matching Funds

- Funders may sometimes allow in-kind matches but at other times cash.
- Use fund raising to find matching funds.
- Be creative with fund raising activities.
- Donations can be a source for matching funds.

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Features of a Strong Proposal

- Well organized **proposal sections**
- Well researched and documented **statement** of the problem
- Innovative **strategies** for addressing the need / problem
- Feasible **goals**
- **Measurable** objectives
- A sound evaluation **plan**