



GRANTWRITING BASICS

Building New Capacity

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Elements of a Proposal

- I. Summary/Abstract
- II. Introduction
- III. Project Design
 - a. Problem statement
 - b. Goals and objectives
 - c. Methods
 - d. evaluation/workplan/timeline
- IV. Future funding/sustainability
- V. Budget/Budget Narrative
- VI. Attachments



Marketing Elements

- I. Summary/abstract
- II. Introduction
- III. Future Funding
- IV. Budget

Program Elements

- I. Problem Statement
- II. Goals and objectives
- III. Methods
- IV. Evaluation



PROBLEM/NEEDS STATEMENT

- Narrative description of current condition or situation involving people including the effects or impacts and causes or contributing factor.
- Should be: people centered, of reasonable scope, documented, method free, and answer “so what”
- Most frequent error in proposal development
- 50% of the proposals are eliminated because they fail to document the problem/need.



DEVELOPING AND DOCUMENTING THE NEED/PROBLEM

SIX BASIC NEEDS ASSESSMENT APPROACHES

- Key informants: Quotes from people who know about the problem or are experts in the field
- Community forum: Public meetings to get testimony
- Case studies: Examples of affected people
- Statistical analysis: Data from public records
- Survey: Random studies related to need
- Studies: Literature search of published documents



FRAMING THE PROBLEMS

- WHO is affected?
- WHAT is happening?
- WHERE does the situation take place?
- WHY is it a problem?
- WHAT else can you tell us about the situation?
- WHO else thinks it is a problem?
- WHAT are the underlying causes?
- WHAT are the effects of this problem?



DEVELOPING GOALS

- Project goals should align with the organization's vision and mission
- Long range and general
- Should flow from the problem or needs statement
- Identify the population(s) that will benefit from the project



OBJECTIVES/OUTCOMES

- Benefit or changes for individuals (or population) during or after participation
- Tells you the outcome or end result
- Under what constraints will the outcomes be achieved
- Subject of the sentence should be the clients/participants in the project



OBJECTIVES SHOULD BE.....

- **Specific**
- **Measurable or quantifiable**
- **Realistic and responsive to need**
- **Attainable**
- **Time bound**



METHODS

- Describes how you will achieve your goals and objectives
- Summary of program elements
- Should explain why approach was chosen including any research based outcomes. Reader should understand benefits of approach.



METHODS

- Should describe role of partners and specify what they bring to the project
- Should include an implementation plan and timeline (month by month with deadlines for completion of steps)
- Reasonable scope of activities that can be accomplished with the stated time frame and with the resources of the organization
- Describe the sequence, flow, and inter-relationship of activities
- Describe project---then discuss staffing needs



EVALUATION PLAN

- Describes:
 - What information will be collected
 - Who will collect it
 - How it will be collected
 - When it will be collected
 - How it will be compiled and analyzed



TYPES OF EVALUATION

- **FORMATIVE:** provides information throughout the project and is typically used to improve the implementation of service delivery, provides information about the process or output
- **SUMMATIVE:** takes place at the end of the project, describes the outcome of the project



TOOLS FOR EVALUATION

- Agency records
- Interviews
- Debriefing
- Trained observers
- Questionnaire
- Reports
- Mechanical measurements
- Pre/post tests
- Target audience groups
- Existing data
- Standardized tests
- Agency created surveys
- Can be qualitative or quantitative



INTRODUCTION

- Organizational resume' and capability
- Builds/documents your credibility
- History of organization
- Mission/values of organization
- Activities
- Qualifications of staff
- Board make up
- Community support
- Success stories
- Financial systems and stability
- Funding sources



SUMMARY OR ABSTRACT

- First thing read, last thing written, could be all that is read
- Should be clear and concise
- 2-3 paragraphs
- Include 1-2 sentences about credibility, problem, objectives, methods, evaluation, committed funds, and amount requested
- Circulate to key officials when appropriate
- Circulate to others in your organization



COMPONENTS OF A SUMMARY/ABSTRACT

- Problem: brief statement of problem/need to be addressed
- Organization: brief statement of the history and purpose of organization as it relates to project
- Solution: short description of project
- Funding requirements: how much does the project require
- Funder's requirements: information requested by funder



FUTURE AND OTHER FUNDING

- What other sources of support (cash and in-kind) are available?
- What are the plans for supporting the project in the future?
 - Fee for service, Private donors, Foundations, Cause related marketing
- For a capital project what are the plans for staffing, maintenance, operating costs?



DEVELOPING A BUDGET

- It is an estimate and working document
- Line items need to be as specific as they require them to be
- Total cost of project including requested amount and match
- Includes cash and in-kind amounts
- Lists other sources of funding
- NO SURPRISES! Everything in budget must be discussed in narrative
- Typically divided into personnel and non-personnel expenses



BUDGET CONSIDERATIONS

- Be clear and concise-all costs should be discussed in proposal
- What portion of total project are you asking the funder to contribute
- Consider breaking large projects into phases and requesting funds for each phase
- Always provide potential funders with a current audit and/or financial statements



BUDGET CATEGORIES

PERSONNEL

salaries/wages

benefits

ADMINISTRATIVE

fiscal services

insurance

audit

NON-PERSONNEL

materials/supplies

equipment

communications

facility costs

printing

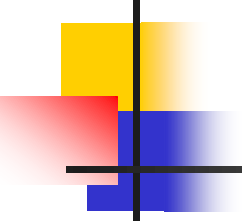
travel

training



BUDGET NARRATIVE

- Are costs organized in a logical format?
- Is there an easy to follow and detailed account of expenses?
- Did you include all direct and indirect costs?
- Do your budget and budget narrative follow the same flow and **do they add up?**
- Have you identified any long-term or future funding sources?

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- Are all figures based on realistic and current prices for goods and services?
 - Have you checked that all costs are consistent with stated goals?
 - List all relevant in-kind contributions.



CONCEPT PAPERS OR SHORT PROPOSAL

- Follow same format as longer proposal
 - Introduction paragraph
 - Why this grantor was selected
 - Needs paragraph
 - Solution paragraph
 - Request for funds
 - Closing paragraph
 - Attachments if allowed



PARTNERSHIPS, LETTERS OF SUPPORT & MEMORANDUMS OF UNDERSTANDING

LETTERS OF SUPPORT

- Original and on agency letterhead
- No form letters
- Should be specific to each organization and outline what they will contribute



MEMORANDUM OF UNDERSTANDING

- All agreements should be signed
- Brief description of what each partner will provide
- Clear detailing of responsibilities of partners
- Overview of management procedures
- Who will serve as lead agency

CHOOSE YOUR PARTNERS WISELY!



ATTACHMENTS

- 501(c) 3 status from IRS
- FEIN number
- Job descriptions/organizational charts
- Evaluation instruments
- Information on fiscal agent if different
- Annual reports/brochures
- Lists of Board of Directors
- Awards or other distinctions
- Relevant press material



PUTTING IT ALL TOGETHER

- Spell check and proof read
- Have a neutral party check for clarity
- Complete the checklist
- Make sure you have all the required signatures
- Include all required documents
- Follow all directions (no stapling, no attachments that can't be copied)
- Organize the proposal in the exact order that was outlined in the RFP



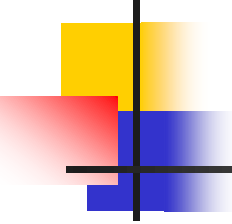
SOURCES OF FUNDING

- Federal Government
- State Government
- Foundations (family, community, corporate)
- Corporations
- Local organizations (service organizations, public charities, interest groups)



FEDERAL

- Catalog of Federal Domestic Assistance
- Federal Register
- Grants.gov
- Federal grants clock
- Technical assistance meetings



What are these and why do I care?

- DUNS
- CCR
- TPIN
- MPIN
- POC



Government contracting

- D-U-N-S Number: a unique nine digit number that identifies your organization (www.dnb.com)
- CCR: central contractor registry, registers you as a federal contractor or grantee (www.ccr.gov)
- Grants.gov: must register to submit federal grants at this site



DO IT NOW!

Entire process can take up to six weeks!



STATE SOURCES

- When and where is the bidders conference
- Who is eligible to apply
- Is there a discussion site or list serve
- Is the grant linked to any particular government initiative (Vision Shared)
- What support, if any, can legislators offer?
- Who will read and score these applications?
- Community participation grants
- New audit requirements



FOUNDATIONS

- What is the stated mission of the foundation?
- Review web sites, annual reports and newsletters
- Is there a program officer available to assist you?
- Build a relationship with the foundation



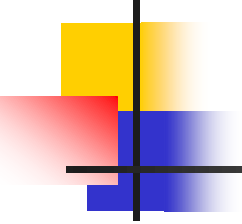
CORPORATE

- Their philanthropy is often driven by a desire for public recognition
- Does the corporation have a local or regional office in the area?
- Review web sites, annual reports
- Are there other things a corporation can help you with (product donations, employee community service programs, donated professional services)
- Consider requirements for promoting corporation



Special Considerations for On-Line Applications

- Log on to the application site early to understand requirements and permissions for submission
- Always write narratives in a word processing program and cut and paste when all edits are through
- Have all attachments in electronic form so that they can be uploaded

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- Generally formatting and special characters will be lost in the transfer to the website
 - Do not wait until the last minute when websites may be overwhelmed
 - Pay strict attention to character limits and word counts



HOT TIPS

- Should reflect a strong organization
- Focus on needs of community
- Reflect community support
- Fits with mission of organization
- Avoid jargon and acronyms
- Be brief and concise
- Include hard and soft data
- Easy to read
- Neat, clean and free from errors
- ON TIME!



MORE HOT TIPS.....

IF THE ANSWER IS YES

- Send a thank you letter
- Clarify payment procedures
- Inquire about reporting
- Keep the funder informed of your progress

IF THE ANSWER IS NO

- Send a thank you letter
- Ask for reviewer comments
- Work to improve relationship with funder