



How to Win Grants

- ★ Types of Funding
- ★ Grant Development and Management
- ★ Essentials of a Good Proposal
- ★ Practical Resources and Tips



How to Win Grants

Zero in on Funders.

The equation is simple. Grant making entities are trying to solve specific problems and they need you to do the work to fulfill their vision. It's not about how much money they have (or how much you need), it's about finding a good match between interests and successful work.

TYPES OF GRANTORS



TYPES OF GRANTS



Developing the Program

- Get executive level and staff input throughout the process.
- Clearly identify the problem or need.
- Develop the plan to address the need.
- Identify the people and resources necessary to meet the need.
- Determine the benchmarks for success

Do you know?

1. Exactly who your target population is?
2. If the program is needed or wanted?
3. The potential impact of your programs if they continue for the next 5 years?
4. How to measure potential impact?

The Process *the focus of this primer*





Program Methodology:

Begin with these questions:

- How will you accomplish your project?
- What staffing and other resources do you need?
- Activities / outputs?
- What is your timeline?
- What are your strategies?
- Who are your partners



Proposal Development & Writing

- Keep program staff informed and involved if possible
- Get organized on deadlines and timetable
- Read directions several times
- Focus attention on funder scoring (if there)
- Alert partners and directors early
- User funder language



About the Timetable

- Start the process as soon as possible.
- Good grant preparation involves lots of people which takes lots of time.
- Always build in cushions when giving others deadlines (and yourself, too!)
- Start by reading through all the required components 3 TIMES and make others aware if you need their input asap.



Letter of Inquiry (LOI)

- Many private foundations require before full proposal can be submitted.
- Used often by "invitation only" foundations.
- Requirements vary, but most often it's 1-3 pages that include: - overview of your organization and need; what you seek funding to accomplish; and how much funding you seek

Elements of a Grant Proposal



Cover letter



Executive summary/
abstract



Organizational description



Problem statement



Goals and objectives



Program design



Budget and budget justification



Evaluation



Attachments

10 Steps to Successful Proposals

①

Write to your audience (donor) and their needs and goals

②

Stay client and people-focused

③

Maintain a positive attitude

④

Write with clarity

⑤

Use a third party to proofread/edit

⑥

Know and ask for what you want to do and what you need

⑦

Follow directions exactly

⑧

Organize for action with timelines and teamwork

⑨

Challenge your organization to be its best

⑩

Maintain good communication between writer and program staff

Keep These Handy

Organizational history and mission • Description of services • Profile of client population • Organizational chart • Key staff: qualifications & job descriptions • List of Board of Directors, position & affiliations • IRS Tax Exempt letter • Current agency budget, including revenue by source • Recent financial audit

The Application

- After reviewing the sample grant application, what do you think?
- What's your overall impression of the document?
- What questions would the application bring up?
- What potential "bottle-necks" do you foresee?
- How long would it take you to complete this application?

Problem Statement

- What problem are you addressing?
- Problem should relate to the agency's mission and the funder's giving interests
- Use people terms
- Support with relevant data—qualitative and quantitative
- Avoid circular reasoning
- Spend minimal time on this part

Evaluation

- How will you know if you succeeded?
- What data will you gather?
- How will you gather it?
- What will you do with it?
- Two aspects of evaluation –
- Continuous monitoring throughout project
- Measurements of completion of the project

The Cover Letter

- Address to a person, if possible
- Set positive tone
- Briefly summarize request
- Provide contact information
- Allow proposal to stand alone if cover letter gets separated

Project-Related Terminology

- Goals: What are you trying to accomplish?
- Activities: What will you do to accomplish the goals? These short-term, measurable and specific activities are what the funding pays for.
- Outputs: What will result from accomplishing these activities? What is quantifiable?
- Outcomes: The long and short-term effects of having successfully implemented strategic activities. What will have changed as a result of the project in terms of your target population's attitudes, behaviors or quality of life?

Attachments

- Minimum
 - * IRS Tax Exemption Determination Letter
 - * Annual Operating and Program Budgets
 - * Audited Financials or most recent 990
- Additionally, can include
 - * Annual Report
 - * Research
 - * Letters of Support
 - * Program Materials
 - * Recent Press

Project Abstract or Summary

- Goes first, but prepare last
- Summarize each component of the proposal
- Should be able to stand alone
- Be very clear
- Follow funder guidelines

If funding is not received

- Say thank you
- Find out why, if you can
- Ask who else might be interested
- Reread your proposal
- Try again

Organizational Description

- BRIEF organizational history
- Statement of purpose, mission, goals
- Services provided
- Significant achievements
- Profile of clients
- Could mention significant funding sources or partners

Budget

- Be specific and accurate
- Check for consistency with proposal narrative (i.e. staffing)
- May include budget summary AND budget justification
- May add indirect / administrative costs depending on funder, funding sources, or partners



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