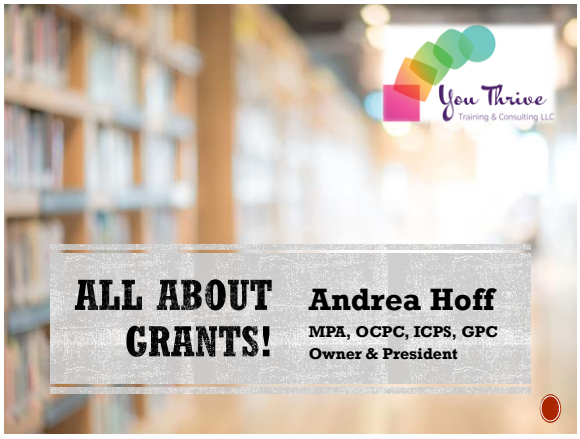


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ABOUT ME…

- Writing grants: 23 years
- Funder: 13 years
- Grant Professional Certified
- President of the Miami Valley, Ohio Chapter of the Grant Professionals Association
- Association of Fundraising Professionals member
- Raised over $15 million in 2020

2

WHAT IS A GRANT?

Grant: *Funds awarded* for programs or research; a contribution, donation, or gift that is a legal contract

Contract: *Reimbursement* for specific units of services provided

Cooperative Agreement: Implies a *substantial interaction* between you and the funder

3

WHO GIVES OUT GRANTS?

- Corporations
- Foundations
- Government
- "Special Interest Groups"



4

4

CORPORATIONS

- Why?
  - To benefit the communities in which they reside
  - To be responsible corporate citizens
  - To be visible in the community
- Function via 2 methods:
  - Corporate giving programs
  - Corporate foundations
  - Many have BOTH
- **KEY POINT TO REMEMBER…**
  - "What's in it for me?"

Ronald McDonald House Charities

Fifth Third Bank

Bob Evans Farms

PNC

LexisNexis

5

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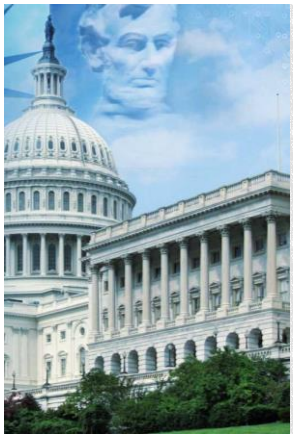


FOUNDATIONS

- Why?
  - To give funds to organizations or individuals to achieve their goals and mission
- 2 major types:
  - Community Foundations (public)
  - Family Foundations (private)

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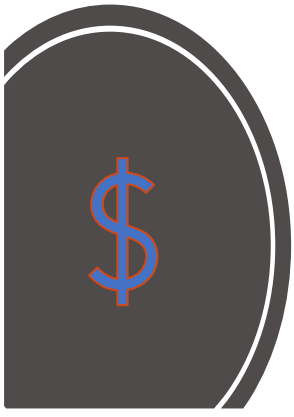


GOVERNMENT GRANTS

- Why?
  - To fill a public need that cannot be filled by the government
- Government Grants:
  - Local
  - State
  - Federal

7

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"SPECIAL INTEREST GROUPS"

- Why?
  - To help fulfill their missions
- Oftentimes professional associations
- Some nonprofits with broad serving missions
- Generally small pots of money

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REQUEST FOR PROPOSALS

- A document from the funder that outlines the requirements for applying for a particular funding opportunity

- RFP – Request for Proposals
- RFA – Request for Applications
- RFI – Request for Information
- FOA – Funding Opportunity Announcement
- NOFO – Notice of Funding Opportunity
- NOFA – Notice of Funding Announcement

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GRANT READINESS ASSESSMENT

- Your FIRST step!
- Checklist:
  - Agency information
  - Staff information
  - Financial information
  - Program/Project-specific information
  - Federal government grant readiness

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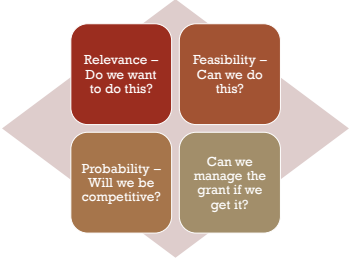
PERSUASIVE PROPOSAL WRITING

THINKING THROUGH THE FUNDER'S EYES:

- What you want
  vs.
- What the funder wants

11

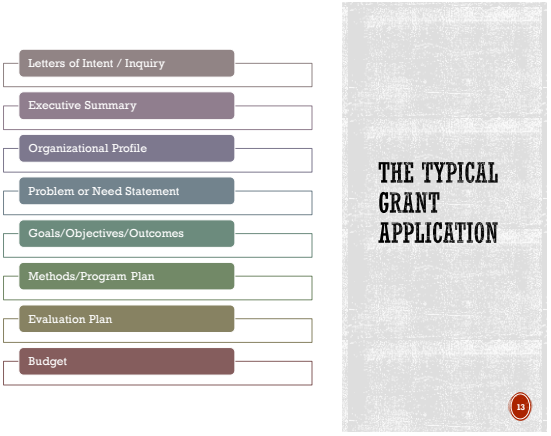
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DECIDING WHETHER TO APPLY

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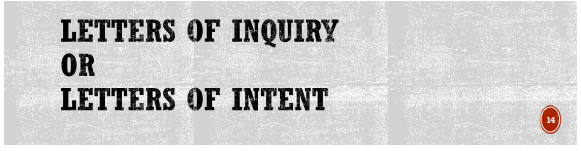


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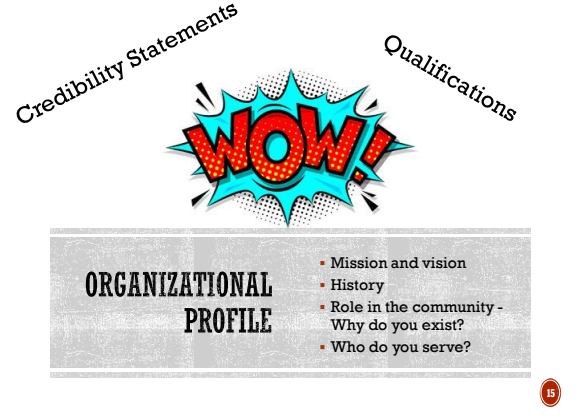
What funders are looking for in the LOI:

- Does the organization meet eligibility criteria?
- Does the proposed service meet funder priorities?
- Does the proposed service meet <u>all</u> mandatory requirements?

Those that don't meet mandatory requirements are automatically kicked out of the process



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PROBLEM OR NEED STATEMENTS

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GOAL STATEMENTS

- Describe the BIG PICTURE of what you're trying to accomplish.
- Typically, does **NOT** need to be quantified.
- Examples:
  - Every family in Franklin County will live in a nurturing environment.
  - All young women will have the opportunity to obtain a college degree in science.
  - Every Montgomery County citizen will have access to library services.
  - All residents will have healthy meals to eat, every day.
  - Every young person will have a bright future by obtaining a high school diploma.

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- Determine the benefits to individuals resulting from their participation in your services, quantified in measurements of change.

Weak…
Students will learn drug refusal strategies.

Strong…
Of the 20 students who participate in the program, 80% (16 students) will learn a minimum of 3 drug refusal strategies within the first 6 months of the program.

OBJECTIVE OR OUTCOME STATEMENTS

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OUTCOME STATEMENT TEMPLATE

Of the _____ [base], (Quantify)

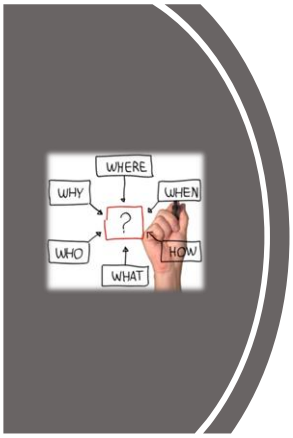
_____% (or _____) [outcome measure] (Raw #)

will _____ [outcome measure] (Quantify)

from _____ [time of measurement].

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METHODS / PROGRAM PLAN

- Overview of project design
- Target population served
- Staffing
- Location/Facilities
- Timeline
- Collaboration
- Why methodology was chosen
- What makes your service unique from others

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- What data must I collect to answer that question?
- Who will participate in the evaluation?
- How will I collect the data?
- When will I collect the data?
- How will the measures be administered?
- How will I store the data?
- How will I analyze the data once I have it?

EVALUATION PLAN

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BUDGETS

A program plan from a financial point of view

An **educated** projection of income and expenses

Use the budget template if they offer one

Include both direct and indirect expenses

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BUDGET NARRATIVE

- AKA Budget Justification, Justified Budget, Detailed Budget
- A narrative to explain individual pieces of the budget
- Does not always have to follow proper writing structure; however, formatting must be clear and easy to read
- For clarity purposes, should go line item by line item

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PROPOSAL SUMMARY

- AKA Executive Summary
- Positioned at the beginning of the proposal
- **VERY IMPORTANT: It may be the only thing that gets read!**
- Do not put new information in here that is not in your full proposal
- Put it in the order of your proposal unless the RFP says otherwise
- DO THIS LAST!

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UTILIZING ATTACHMENTS

- If information is imperative, it should go in the narrative, not in the attachments
- If there are more than a few attachments, number the pages
- If there are a lot of attachments, include an index
- Be careful of page limitations
- To include or not to include… that is the question

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CONTACT INFORMATION

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