

Poll

How much experience do you have with writing grant proposals?

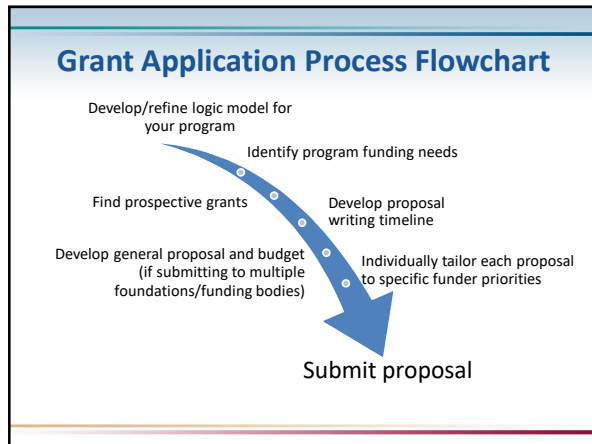
- **Considerable:** I have written many proposals for many years. I am just here for a refresher.
- **Limited:** I have written the occasional proposal, but would like to improve my knowledge and skills.
- **None or Very Little:** I am new to grant writing.

Proposal

A clearly-stated, well-coordinated plan of activities designed to provide measurable solutions (outcomes) to a specific problem, in order to accomplish social and/or economic benefits for a target population.

A good grant proposal is...

- Prepared for people who are not familiar with either your organization or your program
- Gives the reader all the information he or she needs about you and the proposed program activities
- Accounts for funder's priorities and needs, and is tailored to meet those needs



Logic Model

A short, visual *depiction*:
What the program will do and accomplish.

Three main areas:

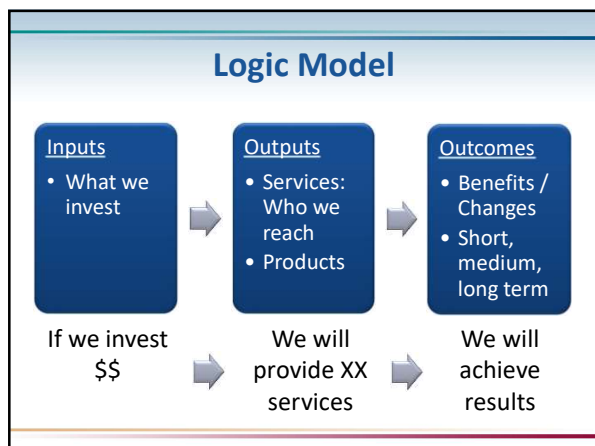
- Inputs
- Outputs
- Outcomes

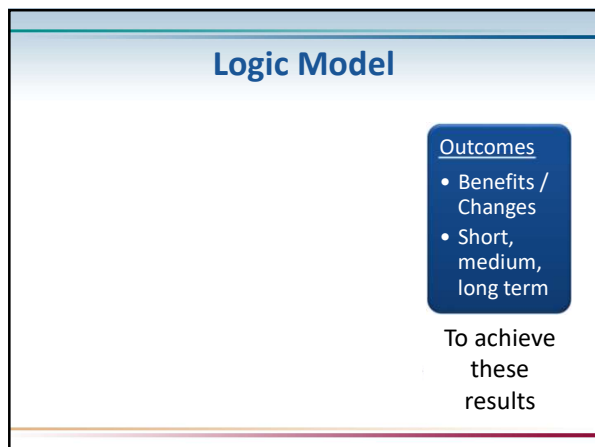
Logic Model

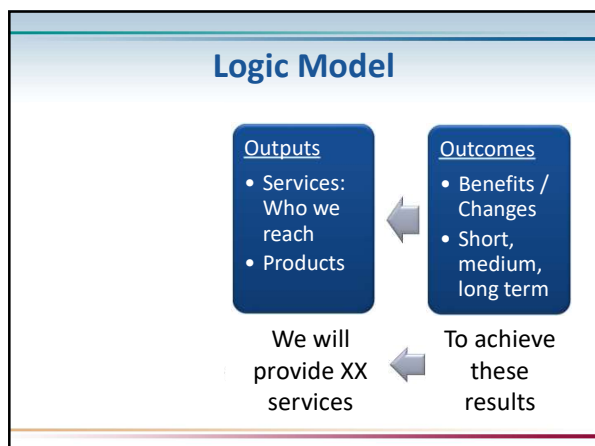
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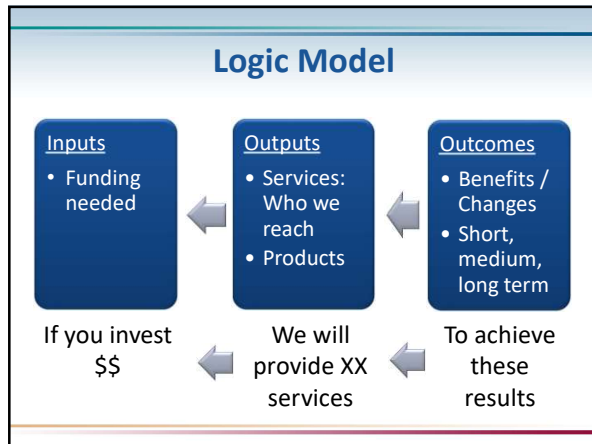
Three main areas:

- **Inputs** – Resources (staff, money, materials)
- **Outputs** – Activities to achieve purpose and the products of those activities
- **Outcomes** – The desired impact and benefit that result









**Find Prospective Grants:
Database Resources**

- Foundation Center Online: www.foundationcenter.org
- Grantspace: www.Grantspace.org
- Funding Information Network: Foundation Center partners
www.foundationcenter.org/connect-with-us/find-us
- Chronicle of Philanthropy/Grantstation
- Grantsmanship Center – www.tcgi.com – GrantDomain

**Find Prospective Grants:
Other Resources**

- Google (grants domestic violence Albany)
- Local Community Foundations
- Grantmakers' Organizations (Philanthropy NY, NY Funders Alliance)
- The Catalog of Federal and Domestic Assistance and <https://www.grants.gov/>
- NYS Grants Gateway at <https://grantsreform.ny.gov/>

Find Prospective Grants: Search

Be creative! Look online and in the databases for:

- Who funds in your area/city/county
- Foundations who have funded other similar nonprofits in your area
- Foundations who have funded similar nonprofit in neighboring communities
- Corporations and banks
- Chain stores in your communities

Choosing a specific funder

- Read the proposal guidelines closely
- Ensure your program fits within the guidelines
- Spend time researching funder
- Look for anything that might impact your proposal development timeline

If you seeking to renew a grant, check to make sure nothing has changed.

Create Proposal Development Timeline/Action Plan

- Outline the entire proposal and make a list of all components and requirements
- Add anyone who will need to be involved
- Working backwards, create deadlines for each component
- Include time for internal approvals and external partner contributions
- Provide everyone involved in the process a copy of the timeline at the beginning of the process

Timeline/Action Plan *Hints*

If the funder uses online submission, include review of the online process as a step

If the funder needs pre-qualification or letter of inquiry, include this as a first step

If the proposal includes scoring criteria, allow the most time on the sections worth the most points

Proposal

- A clearly-stated, well-coordinated **plan of activities**
- designed to provide **measurable solutions** (outcomes)
- to a specific **problem**, in order to
- **accomplish social and/or economic benefits** for a
- **target population**.
- Problem
- Target Population
- Planned activities
- Measurable outcomes
- How outcomes will accomplish social and/or economic benefits

General Components of a Proposal

Executive Summary

Problem Statement/Statement of Need (PROBLEM/TARGET POPULATION)

Organizational Background/Experience

Goals/Outcomes (Measurable Solutions)

Program Design (Planned Activities)

Evaluation

Sustainability Plan (if requested)

Budget

Conclusion

Appendices/Attachments


Executive Summary

- Always written last, but goes at the beginning of the proposal
- Brief description of organization
- Short statement of the problem to be solved
- Statement of the goals/outcomes to be achieved.
- BRIEF outline of activities
- Statement of funding request to foundation or agency

Organizational Background/Experience

- Background of your organization - How and why it started
- Mission
- Core activities and services
- Experience, skilled people involved, third party support
- How the proposed program make sense for the mission of your agency
- Past accomplishments with other similar projects

Problem Statement

- 
- Describe the problem
 - State the needs of the target population
 - How is the problem currently being addressed/by whom
 - What is the gap in services
 - Include outside data if available

Program Goal/Outcome

Describe the program outcomes (or goals) of the program and how they will address the problem or need

Clearly state the outcomes in easy to understand language

Make SMART – specific, measurable, attainable, realistic, and time-bound

Program Design/Implementation Plan

- Show or describe logic model
- What services/activities will be provided
- How will the services help you meet your outcomes
- Specifics of the service delivery
- Key staff

Remember:

- Be specific and descriptive
- Avoid industry jargon

Evaluation

- How will you measure your success?
- How will you know that you are meeting your goals/outcomes
- Be realistic in your evaluation design
- Don't promise an evaluation method that you will not be able to implement.

Sustainability/Future Funding

How will you continue the program after funding ends?

- Fees/Reimbursements
- Individual Fundraising
- Sponsorships
- Other grants/contracts

Matching Requirement

- Be realistic about the match you can generate
- Understand limitations :
 - Cash or in-kind (hard or soft)
 - Are the limitations on the source of the match (non-federal, non-government, etc.)
- Use the right match calculation

Budget

What to include:

- Direct Costs: All program staff and other costs required to implement the project (materials, training, travel)
- Indirect Costs: Administrative costs that can be attributed to the program
 - Supervisory staff/Administration
 - Overhead (rent, equipment)

Create a line-item for each resource needed to implement the project.

Budget

Break the budget into 3 categories

- Grant Request
- Other cash resources
- In-kind donations

Sample Budget

Expense	Grant Request	Matching Resources	In-Kind	Total
Personnel	\$ 110,000	\$ 10,000		\$ 120,000
Contractual services	\$ 5,000		\$ 5,000	\$ 10,000
Travel		\$ 2,000		\$ 2,000
Supplies	\$ 20,000	\$ 10,000	\$ 2,500	\$ 32,500
Total Direct Expense	\$ 135,000	\$ 22,000	\$ 7,500	\$ 164,500
Indirect expense		\$ 16,450		\$ 16,450
Total	\$ 135,000	\$ 38,450	\$ 7,500	\$ 180,950

Budget Reminders

- Have budget checked by your finance/fiscal office
- Expenses should be reasonable
- Follow directions exactly for each individual funder
- Double check a funder's allowable expenses before including them in the grant budget
- Keep language and numbers consistent with your narrative
- Check your formulas

Budget Narrative/Justification

Explains expenses and how they relate to the program

- Includes how expenses were calculated
- Justifies the need for the cost
- Explains any unusual expenditures

Budget Narrative Example

Program Counselors:

2 FTEs at \$43,000 each = \$86,000

Supervised by the Program Director. Program Counselors will provide individual counseling to program clients, as well as conduct group counseling sessions with family members. All counselors must have a minimum of a master's degree.

Conclusion

BRIEF paragraph

Restate:

- Problem Statement
- Funds requested
- How those funds will impact the target population and the community

Tailoring a proposal to a funder

- Read the proposal instructions closely
- Follow instructions to the letter, including length
- Provide grant application in EXACTLY the format requested
- Use the language that the funder uses. If there is a reason you cannot, explain.
- Match request to funder guidelines
 - Size of grant
 - Types of funding provided
- Make contact with a grant officer if you have questions

Final Edits Before Submission

- Remove negativity – focus on positive change
- Cut out the fluff & Eliminate redundancy
- Make it easy to read
- Standardize fonts
- Remove or clearly explain acronyms
- Have someone read for clarity and completeness
- Check your proposal components against funder checklist
- PROOFREAD

Online Submissions

- ALWAYS write, edit, proofread online grant applications in a regular document before cutting and pasting them into the funder's online template.
- Print and preview the application again once it is online – did anything get left out? Formatting?
- SUBMIT EARLY -- at least 2 days, and preferably a week, before schedule.
- Look for an email receipt or print the online confirmation.

Hardcopy Submissions

- Include page numbers and header/footer
- Check for inconvenient page breaks
- Double check deadline – postmark or in-hand?
- Check address
- SUBMIT EARLY – to arrive at least 2 days, and preferably a week, before it is due.
- Get a receipt or track the submission

Final Reminders

- Begin early, and create a proposal plan
- Apply early
- Follow the application guidelines exactly, using their language.
- Answer all questions.
- Be explicit and specific.
- Be realistic in designing the project and the budget.
- Give the funders what they want. (We can not repeat this often enough)

Questions & Concerns?

Type them into the Chat Box

Or Email us later:

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- alan@KriegerSolutions.com

