Grant Writing 101

POWERFUL PROPOSALS FOR POWERFUL PROJECTS

Kirsten Hubbard

Kirsten Hubbard
Waynesboro, PA
717-420-6558
KirstenHubbard@Comcast.net

Grant Writing
Seminars and Trainings
Strategic Planning
Development
Event Planning

Flow of the Day

8:30 AM Grant Basics, Are You Ready?

9:40 AM WORKSHOP: Research

10:30 AM Break

11:00 AM WORKSHOP: Narratives, Metrics, and Data

11:50 Wrap Up

Please:

➢ Make yourself comfortable!

➢ Ask questions!

➢ Remain open. Trust my objective is to help you be successful!

What is a grant?

Dictionary: Transfer or convey something such as a privilege or rights, sum of money, or a tract of land.

Kirsten's definition: To best meet its own mission, an organization outsources solutions to address a defined problem with the expectation of specific outcomes.

Grantors are "investors", not "donors"!

What is a grant not?

"Free" money

Reliable or stable

Typically, not intended to support entire organization or program

Not always worth the investment

Impact

Seed money for a new program

Expansion or improvement of a current program

Capacity or R&D projects

Capital Outlays

Who gives grants and why?

Public Monies

Governmental monies - taxes

Federal : Grants.gov

    Give money to states

State : Community Block Grant

    PA Council on the Arts

County : Hotel Taxes

    Gaming Funds (MD)

    FCADC

Local Distributors :

    United Way

    Mainstreet Waynesboro, Inc.

Corporations

Typically tied to their own goals or customer base

WalMart

Banks

Phizer

Coca-Cola

Foundations

Tend to be less prescriptive than Public Monies. Large variance between size, mission and goals, and geographic targets:

Bill and Melinda Gates Foundation

Foundation for Enhancing Communities

Ausherman Foundation

Summit Endowment

Does my organization qualify for grants?

Qualification is determined solely by the granting organization.

IRS Status determines tax laws. It does not, by itself, determine grant qualification.

Searchable 501(c) (3) database

- **IRS Status**
- **Fiscal Sponsors**
- **A partner who qualifies can apply for the group, outlining collaborators in the application.**
- **Set up a 501(c)(3) foundation as a compliment to your organization.**

Is Money What You Need?

Is there Will?

Is the project in line with strategic goals and objectives

Is the organization's leadership and/or membership supportive?

Will they facilitate the work needed for full cycle of grant?

Share with decision makers what accepting money will mean in terms of acknowledgments, marketing, recording impact.

Capacity to Fulfill Project?

Spend time with those who implement the program. Understand the challenges and successes.

Do programming staff understand the limitations, responsibilities, and potential changes associated with accepting a grant?

Capacity for sustainability? How will the program/purchases exist or be maintained after granting period?

Experts to make decisions?

Capacity to evaluate?

Is there staff in place to complete metricing if needed?

Will there be someone to evaluate and complete reporting? This is especially important if it is an all-volunteer organization.

Who will track expenditures? What process is in place for approval?

Your Grant Toolbox

Keeping these items updated, together, and close-at-hand will save a great deal of time:

➢ IRS Determination Letter
➢ EIN or DUNS number (DUNS required for federal grant. Apply at fedgove.dnb.com/webform)
➢ State Tax Exemption
➢ Articles of Incorporation, Bylaws, Policies
➢ Organizational Budget
➢ Proposed Program Budget
➢ List of Board Members, their affiliations, what percent contribute to the organization (100%!!!!!)
➢ List of key staff, their resumes, and job descriptions
➢ Mission and Case Statement
➢ Strategic Plan
➢ Development Plan
➢ PA State Department of Charities and Charitable Organizations Letter/Number

You, the Powerful Proposal Writer

Network

Be informed

Time management

Be resilient

Have a great proofreader and be open to their feedback

Be prepared to police the money, the program, and the metricing

No quality of writing can cover organizational or program lacks.

Research Workshop

Guidelines/RFPs

Read every syllable of every document, including the guidelines, application, final report, and past recipients.

Does my organization qualify?

Which project will be a good fit for this grantor?

Discuss with board, committees, staff, and volunteer requirements, expectations, and adjustments.

Sample RFP/Guideline

Sample Additional Materials

Start Easy!

Walmart
Target
M&T and other banks
Google for Non Profits
Computer Ministries

PA
Waynesboro Beneficial Fund Association
The Foundation for Enhancing Communities
Franklin County Grants Management Office
Mainstreet Waynesboro, Inc.
Summit Health
Gaming Funds distributors

MD
Washington County Office of Grants Management
Community Foundation of Washington County

Continue Building Your Research Skills

The Grantsmanship Center
Fundsnet
Washington County Free Library, Downtown Center, Foundation Center Database
Maryland State Grants Page
PA State Grants
Grants.gov

Funding Patterns

HOW MUCH DO I ASK FOR?

Research

-Guidelines/RFP

-Newspapers

-Google

-Snoop!

-Search 990s: Guidestar.org or NCCS

Break!

Writing the Proposal

Begin with what you need from others

➤ Letters of Support

➤ Reports from other departments

➤ Board resumes

Complete budgets before narratives

1. Answer the Question

ANSWER THE QUESTION PRECISELY AND CONCISELY.

YES, YOU HAVE TO ANSWER EVERY QUESTION

2. Writing Style

- Proposals are not fiction, essays, articles or blogs. They are not meant to entertain, but to persuade.

- Triple check grammar, spelling, and tense.

- Avoid clichés, buzz words, overly flowery language, and grandiose claims.

- Avoid slang: "kids" should be "children"

- Choose descriptive words carefully: "cops" should be "police officers"

- Use an active voice, not a passive voice: instead of "A project director will be hired", use "Kirsten Hubbard, Executive Director, will hire a project director…"

- Keep personal opinion out of the narrative and avoid negatively.

- Use "The organization will achieve", never "The organization hopes to achieve"

3. Axe the awesome, tremendous, excellent superlatives in favor of data and facts

Example:

The Franklin County Basketball Association is an extraordinary innovative basketball program which serves the poorest in kids in the state.

The Franklin County Basketball Associates couples basketball and science. Each session includes 40 minutes of basketball instruction and 20 minutes of science instruction including exploring the laws of physics and sports nutrition. Eighty percent of the participants are on public assistance and 60% live in single-parent households.

Our executive director has a vast knowledge of the arts and always hires the highest quality artists.

John Smith, Arts America's Executive Director, holds a B.A. from SomeWhere Univeristy and a M.A. in Arts Management from Another University. His experience include 5 years as Artistic Director of Franklin County Theather where his work won 2 Mamba Awards for Excellence. He is well-respected in the field, sitting on the Board of Directors for Franklin Orchestra and Fulton Jazz Ensemble. Mr. Smith's expertise, along with audience feedback, input from the board of directors, and review of the applicant's body of work is used to ensure quality artists are chosen for the program.

4. Write To Your Audience

Will your audience be familiar with your community? Will they understand acronyms or terms related to your program? Would you expect your audience to understand industry terminology?

Mission, Goals, and Objectives

Mission: Why the organization exists

      Ex: To work within the community to end hunger and poverty

Goals: Broad priorities

      Ex: Increase job skills, Provide steady sources of food, Support education

Program: Weekend Snack Back Pack

Program Objectives :

      Ex: Provide Weekend Snack Back Packs to 100 first graders for 29 weeks during 16-17

      Ex: Provide children's books 8 times during 2016-2017

      Ex: Direct participant families to website resources

Metrics:
What Constitutes Success?

Performance will attract 25 families, a 25% increase over last year, as measured by attendance count

Program will attract at least 30 new patrons aged 25-40 as measured by ticket sales and patron demographic information.

Participants will increase skills as measured by test scores or pre- and post- surveys.

Click rate of 25% to support website by participants, as measured by Google Analytics.

Describe Your Community/Targeted Audience

- Use internal data

- Township/Borough Office

- County Office

- School District

- US Census Data

- KidsCount.org

How does the program address documented issues within your community?

-Internal Data

-Community Needs Assessments

-Community Reports: CJAB

Calculating Event Impact

The Formula for Economic Impact of Large Special Events

Professor John Crompton of Recreation, Park & Tourism Sciences at Texas A&M Univers
has developed a formula:

Total number of attendees * 40% (non-resident attendees) * $32.50 per attendee

Assumptions

Additional economic impact for the community is garnered from non-residents. Average
economic input is $32.50 per person: $10-25 in food, beverages, rides, activities and $1
on souvenirs, groceries, other retail stores, gas.

Cultural or Arts Organizations or Events

Arts and Economics Prosperity Indicator

References:

IRS 501(c)(3) Tax Code:
http://www.irs.gov/Charities-&-Non-Profits
IRS 501 (c) (3) Searchable Database:
http://apps.irs.gov/app/eos/mainSearch.do?mainSearchChoice=pub78&dispatchMethod=selectSearch
PA State Department of Charities and Charitable Organizations: http://www.charities.pa.gov/
DUNS number: https://www.sba.gov/content/getting-d-u-n-s-number
US Census Data: http://www.census.gov/quickfacts/table/PST045214/00
http://www.healthyyork.org/pdf/2015_Community_Health_Needs_Assessment_Summary.pdf