GRANT WRITING Step by Step

February 13, 2015

Purpose of the Presentation

• What to prepare BEFORE grant announcement
• Things to always have on hand
• How to find funders
• Stages of Grant Writing
• Review the parts of a grant
• Score Sheet
Before the Grant Announcement

1. **Become a certified Non-Profit**
   - 501(c)(3) status
   - Example of IRS Tax Letter
   - IRS 1023-EZ Form plus $400 filing fee
   - [Legal Zoom](#) ($595 plus federal filing fee)

2. **Get an Ohio Vendor Identification Number**
   - a.k.a. OAKS ID
   - Forms are available to be printed or downloaded from the Ohio Shared Services Website [http://ohiosharedservices.ohio.gov/VendorsForms.aspx](http://ohiosharedservices.ohio.gov/VendorsForms.aspx)
   - Allow 5 business days for the documents to be processed.
Before the Grant Announcement

3. Get Letters of Support
   • Community Partners, Past Program Graduates, Your Funders
   • Send a draft letter to the organizations from whom you are requesting a letter of support so they can modify and print on their letterhead. Make it easy for them to help you.
   • Let them know by what date you need the letter
   • Follow up

What to gather so you’ll always BE READY

• IRS Determination Letter
• Employer Identification Number
• List of board members
• Resumes of key staff
• Agency strategic plans
• Service statistics
• Agency financial information
Also Good to Have . . .

- County profiles
- Local needs assessments
- Annual reports for key partners
- Letters of Support
- Copies of grants from previous awarded grantees

Helpful Tips

- Keep electronic copies of organizational charts, history, letters of support and past proposals in a shared drive
- Book mark webpages of funders and sign up for emails so receive grant announcements
- Gather letters of support early and follow up often
Connect with Funders

Identify funders who are aligned with your organizational goals; obvious and not so obvious resources

- Corporations — may also have foundations
- Foundation Center Cooperating Collections
  - www.foundationcenter.org (library of funding resources)
  - www.givingforum.org
- State agencies
  - www.jfs.ohio.gov/rfp
- Federal departments www.grants.gov (sign up for alerts)
- Catalog of Federal Domestic Assistance (CFDA)
  - www.cfda.gov

Examples of non-government funders
(may require lead applicant to be a non-profit agency)

- UPS Foundation
- United Way
- Woodruff Foundation
- Fairfield Foundation
- PNC Trust
- Robert Wood Johnson Foundation
- Bill and Melinda Gates Foundation
- Susan G. Komen Foundation
- AVON Foundation
- W.K. Kellogg Foundation
- Henry J. Kaiser Family Foundation
Websites to review

www.grants.gov
www.fdncenter.org
www.npguides.org
www.guidestar.org
www.foundations.org

Find the right funding partner(s) &
pay attention to that funder’s expectations

$ The grant proposal needs to address the stated requirements or needs of the grantor
$ Read the request for proposal carefully and provide the details that the funder expects
$ Follow the directions
$ Research organizations they have funded in the past
$ Pay attention to the type of proposal requested
Types of Proposals

- Program – offers specific services
- Research – studies a topic or issue, may be combined with services
- Training – provides education
- Planning – prepares for larger proposal or coordinates with a program
- Technical assistance – helps other agencies
- Capital improvement – funds construction or equipment purchases

Once you find a Grant you want to apply for, review the selection criteria

✓ Is the process for selection outlined?
✓ What are the deadlines?
✓ Is there a page limit?
✓ What agreements or letters of intent are required?
✓ What forms are required?
✓ Does your Mission match the funder’s goals?
Avoid Chasing Money

- Match MISSION, PROGRAMS and MONEY
- Avoid “Mission Creep”
- Assess your organizational capacity – can you deliver what you’re promising?
- Be realistic about time and due dates

Stages for Grant Writing

- Follow instructions including formatting, page length, page numbering
- Use the score sheet as your writing outline
- Pay attention to how many points are awarded for each section – give more details and length
Tips in the Planning Stages

1. Read all of the application materials
2. Take notes and highlight
3. Make list of required documents
4. Pay attention to eligibility requirements
5. Develop a timeline, work back from the due date

Writing Stages

- Re-read the announcement – make sure you meet the eligibility requirements
- Join in on any calls for interested applicants
- Make note of the Q&A deadline and check website often
- Follow instructions
- *Use the Score Sheet as your writing outline*
- Gather basic information, descriptive statistics
Components of a Grant Proposal

- Introduction
- Problem Statement (Needs Assessment)
- Program Description
- Goals and Objectives
- Methods
- Evaluation
- Budget
- Appendices

INTRODUCTION: Checklist

- Clearly established who is applying for funds
- Describes applicant’s purpose, goals
- Describes agency programs
- Describes clients or constituents
- Provides evidence of accomplishments
- Offers supports/endorsements
- Leads logically to problem statement
- Brief, free of jargon, INTERESTING!
PROBLEM STATEMENT: Checklist

✓ Relates to the purposes and goals of the organization
✓ Reasonable scope
✓ Supported by statistics, authority
✓ Framed from client perspective
✓ Is not the “lack of a method”
✓ Identify gaps in existing services
✓ Makes the problem seem real to reader

PROGRAM DESCRIPTION: Checklist

✓ Follows the instructions and includes all information required.
✓ Demonstrates that the project will make a meaningful difference.
✓ Based on a proven approach.
✓ Is reasonable and easy to understand.
✓ Is culturally competent and appropriate for the intended audience.
✓ Fits the reason for the request for proposals
GOALS AND OBJECTIVES

✓ A goal is a broad statement of what you wish to accomplish and is usually expressed positively.
✓ Objectives specify the results of activities.
✓ May also be referred to as an outcome.
✓ Does NOT describe how.
✓ Linked to needs assessment/problem.

SMART OBJECTIVES

Specific
Measurable
Attainable
Realistic
Time-Bound
Writing Good Objectives

✓ State your objectives in quantifiable terms.
✓ State your objectives in terms of outcomes, not process.
✓ Objectives should specify the result of an activity.
✓ Objectives should identify the target audience or community being served.
✓ Objectives need to be realistic and capable of being accomplished within the grant period

GOALS AND OBJECTIVES: Checklist

✓ Goals broad and match project and mission of agency and funder
✓ Objectives are problem-related and connect to outcomes of your program
✓ Does not describe a method
✓ States time frames
✓ Described in numerical terms if possible
METHOD: Checklist

- Do the methods derive logically from the need statement and your goals and objectives?
- Have you accurately presented the program activities you will be undertaking?
- Did you explain why you chose these methods or activities?
- Have you made it clear who will perform specific activities?
- Given the resources you expect to have, are these activities feasible?

Budget

- Outline budget items carefully and use standard amounts for expenses
- Funder will compare the cost of the program to its benefit
- The budget needs to be reasonable for the work proposed
- Include a budget justification
Budget justification

- Clearly explains the budgeted item
- Presents all required items
- Use the categories that are included in the announcement
- Research range of costs, use averages
- Cross walk between key activities and items in the budget to be sure there is a match between activities and budget
- Do not exceed amount of available funding

Direct Costs

Direct expenditures of program funds

- Personnel salaries
- Benefits
- Supplies
- Equipment
- Consultant fees
- Travel
- Printing costs
- Operating costs
Indirect costs facilitate the maintenance of the program operations; the rate is often found in the announcement.

Appendices

- Read the announcement to see what is permitted and what is required
- Check limits on page limits
- Letters of support
- Memorandum of Understanding
- Supporting documentation
  - Resumes
  - Letter of Support
• Review your work before submitting
  ▫ Completeness
  ▫ Clarity
  ▫ Calculations
• Make sure the flow is logical
• Include a table of contents
• Use correct grammar and correct terms

Good Luck
• Reach out to others
• Bring in a team or grant writer to help with the drafting
• Plan ahead
• Double check your work
• Keep previous submissions and standard, descriptive statistics and paragraphs in a shared file
Questions

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