

# EFFECTIVE GRANT WRITING

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## **Types of Grants**

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Types of Impact

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## **Activity: Quick Grant Search**

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Resource List

# Discussion Topics



There will be about 15-20min for questions at the end of the presentation.

You'll receive a copy of this presentation which includes clickable links to resources.

# Different Types of Grants



A grant is usually an award of financial assistance given to a recipient in exchange for working towards a charitable purpose or for the public good.

- **Operating support or unrestricted funding** is a grant for daily operating costs. It is used to support the general work of an organization and is not dedicated to a particular purpose or project.
- **Capital support** is restricted to specific capital campaigns like a building construction or acquisition, land acquisition, renovations, remodeling, or the rehabilitating of property.
- **Program** grants are restricted funding for a particular purpose or project. This is the most common type of grant funding.
- **We secure funding** by submitting detailed proposals in response to a **Request for Proposals** or Request for Bids.

# Basic Elements Of A Grant Application



**Executive Summary** - A high level summary of your proposed project, service population, goals and your methodology for success.



**Organizational Description** - The history, mission and purpose of your organization, your services and service area, past successes, and experience in particular field. *May include mention of staff credentials.*



**Need Statement** - The population served, the problem they face and the urgency of their need, citing researched data, with a clear link to the funder's stated priorities.



**Project Description (Narrative)** - The services and length of interaction and how it relates to the need, staff roles, community engagement, research-based model (methodology), and measurable goals & objectives. *May require timetable.*



**Evaluation** - A plan for tracking and analyzing project goals & objectives, finetuning your project, measuring success and recommending/implementing project improvements. *May require logic model.*



**Budget & Budget Narrative** - A projection of income and expenses for items discussed in the Project Description.

# Other Elements Of A Grant Proposal

- [Letter of Inquiry](#)
- [Cover Letter](#)
- Financial Records for multiple years & year-to-date
- [990 Tax Return](#)
- Audit
  - Expend \$750K or more in federal funds annually? Yes
  - [Twenty-six states](#) require audits
- Fiscal Sponsorship (If you don't have 501c3)
- [Logical Model](#)
- [Memorandum of Agreement](#)
- Personnel Bios
- Only include what a funder requests!



# Activity One: Goal or Objective?

A funder supports programs that help promote self-sufficiency and homelessness prevention/intervention services.

Always rely  
on funder  
definitions!

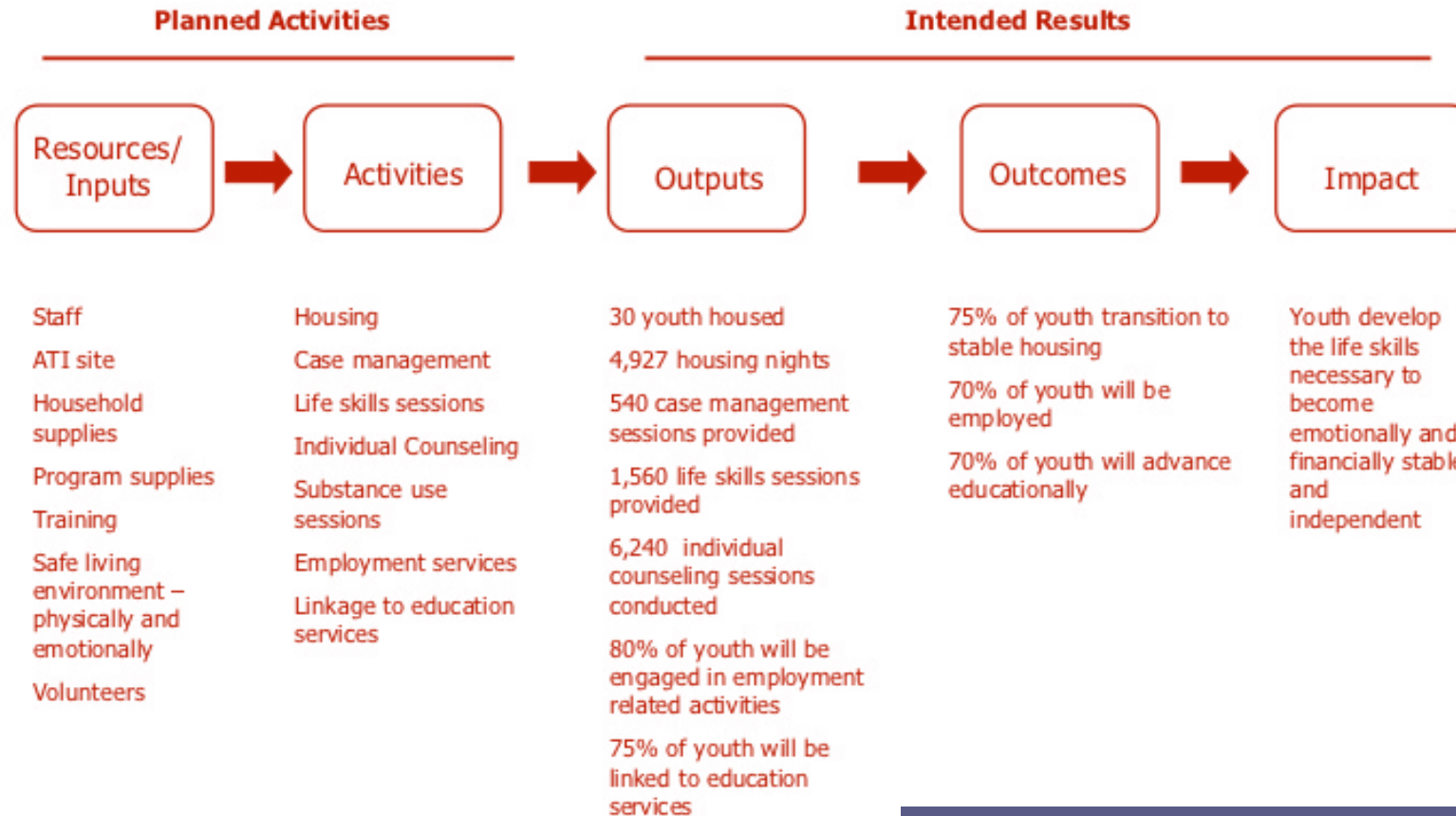
- A. Eleven military veterans will move into permanent housing.
- B. Reduce homelessness among military veterans.
- C. Increase the work readiness of military veterans.
- D. Sixty-five percent of military veterans will successfully complete the construction apprenticeship program.

**Goal** = the object of an org's ambition or effort; a desired result. (B) (C)

**Objective** = A measurable effort that helps attain your goal. (A) (D)

**Outcome** = A measurable change in behavior or condition. (Knowledge, skill, attitude, etc.)

# Program Logic Model



Logic models are sometimes called "Theory of Change".

## Logic Models & Measuring Impact

- **A visual way to demonstrating your understanding** of the relationships between resources, activities, and the changes or results you hope to achieve.
- Make us to think through all the elements of a project
- Logic models help impact measurements.
- They should be developed **before** you begin your grant search and reviewed annually.

[Logic Models: A Beginner's Guide](#)



# Types of Impact

## **Program Level Impact**

The impact that services have on participants.

## **Population or Community Level Impact**

The impact that collaborations and partnerships have on a specific population (community, town, state. etc.)

## **Proof Of Impact**

1. *Anecdotal evidence*: Client success stories and feedback.
2. *Quantitative measurement*: Numerical data that illustrates whether a problem is improving or getting worse.

**If you organization is new, show your alignment with best practices and how you will track impact outcomes.**



# Preparing for Submission



## Determining Eligibility

Applicant type, budget range, service area, funder's priorities, program type (new, pilot, expanding)



## Assessing Organizational Capacity

Program & operational experience, complexity of project, existing partnerships, staffing, sustainability



## Research

Best practices, contacting funder, studying similar programs, matching funds



## Program Planning

Formalized curriculum, cost per person, projected expenses & staffing needs, project scalability



# Searching For Grants

## **Federal**

- [Grants.gov](https://www.grants.gov) - Free Access

## **Corporate, Family, Private, etc.**

- [Grant Watch](#) - \$199/YR
- [Grant Station](#) - \$169/YR \*
- [Foundation Center](#) - \$399/YR \*
  - **Free onsite access** at St. Louis Library, Downtown

Remember: No one funder will cover all your project expenses.

## **Researching Foundations**

[GuideStar](#) - (Free)

Review two to three years' worth of 990s of charitable foundations to determine your competitiveness.

# Activity Two: Simple Grant Search

We will look for a funder that provides grants for youth development programs.

Do they serve my city, region or country?

Do their funding priorities match my project?

Am I the right applicant type?

Do they accept unsolicited proposals?

# When To Contact A Funder



## **Before submitting a proposal**

Unless a funder expressly forbids it, reach beforehand to learn more about their focus, to share more about your organization and learn about their competitive process. (Attend pre-bid trainings!)



## **When you receive a grant award**

Find out exactly what they like about your project, so your implementation goes smoothly.



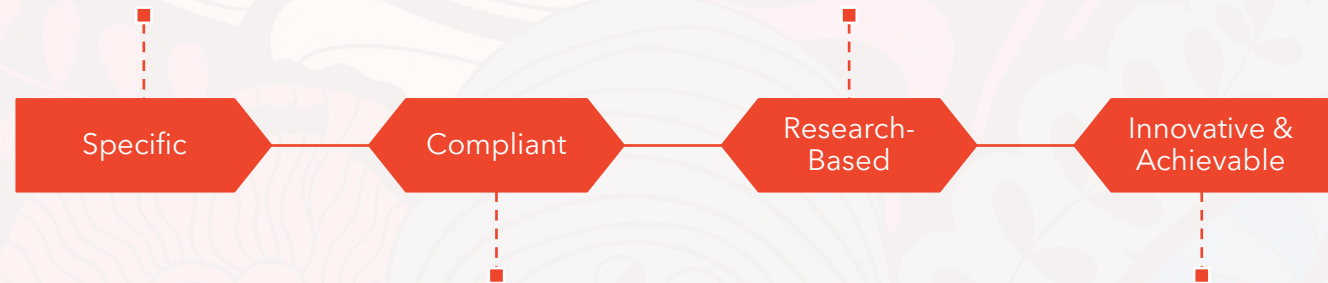
## **When you receive a rejection letter**

Ask for reviewer notes or a one-on-one meeting, find out what they see as project weaknesses and strengths or ways to do better in future grant competitions.

# Check-In: A Good Proposal

States exactly what you will do, when you will do it, who will benefit and how, and only asks for money or resources for activities that are *described*.

Cites and uses *best practices* known to work or offers a compelling and expert approach that is new.



Specific

Compliant

Research-Based

Innovative & Achievable

Aligned with funder priorities, follow RFP guidelines & is easy for *anyone* to understand.

Offers a creative approach to problem-solving, objective are ambitious, but *attainable*.

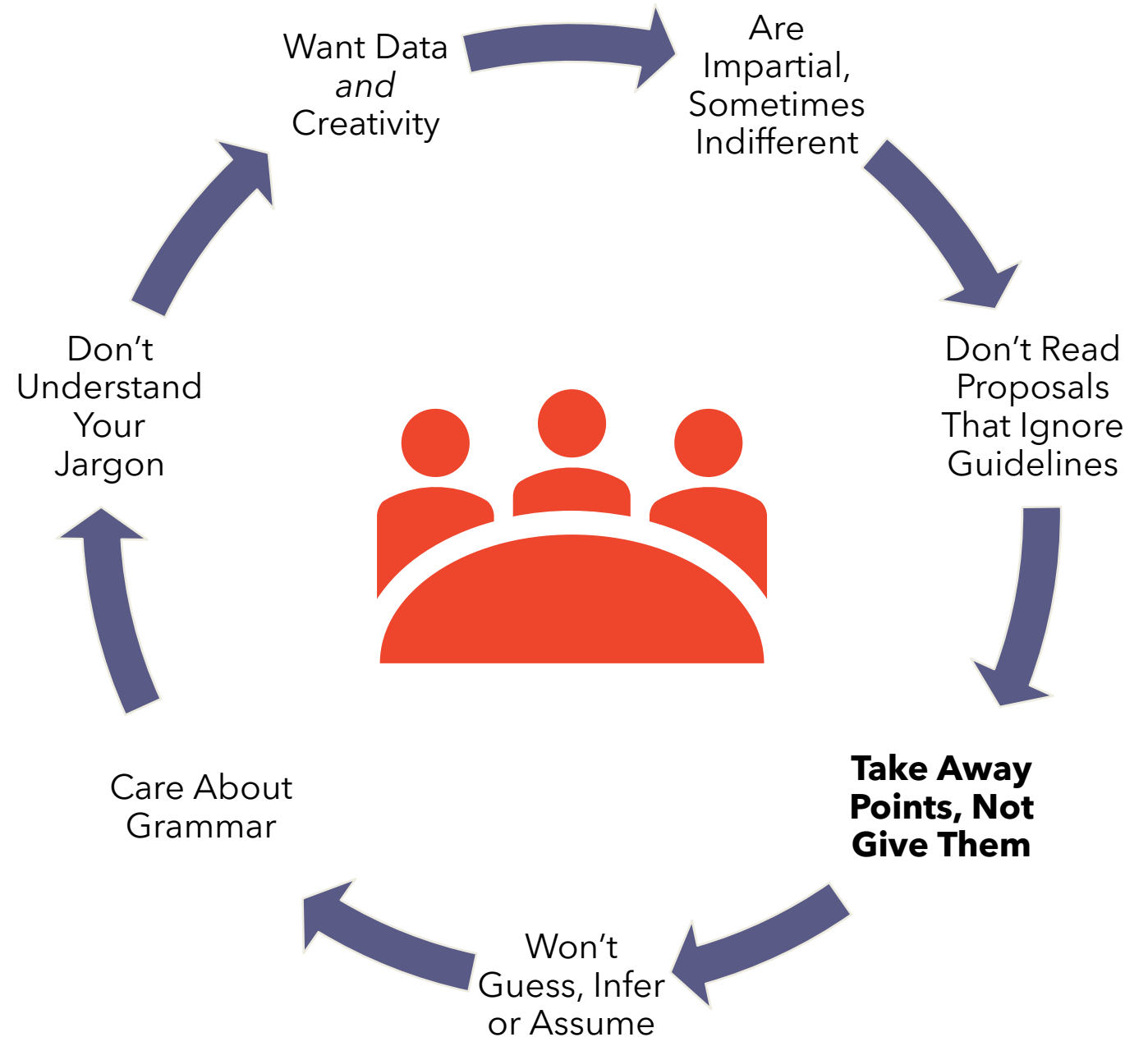
# Grant Review Panels



Most funders use grant panels composed of community volunteers, staff and/or donors to evaluate and score applications.

**Serving as a grant reviewer can help you understand the process.**

[Paid, federal grant review opportunities.](#)



# Resource List

- [National Council of Nonprofits](#)
- [Candid Learning](#)
- [Nonprofit Library](#)
- [Society for Nonprofits](#)
- [Blue Avocado](#)
- [Center for Nonprofit Excellence](#)
- [Nonprofit Hub](#)
- [Free Management Library](#)
- [Vision For Children At Risk](#)
- [Philanthropy Missouri](#)
- [Grantsmanship Center](#)
- [Gale Business: DemographicsNow](#)
  - **Free online access** through any STL Library



[TheBalance](#) - Develop a funding calendar to track opportunities and submissions



[Statistical Data](#) - Easy to digest Census Data



[Better Evaluation](#) - Learn how to develop a robust evaluation plan



[Madison Nonprofit Day](#) - Nonprofit Capacity Checklist



Questions?