

ENW 339

Grant Writing Basics

Guide to writing grant proposals

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Considerations

- Where to Start
- Idea Sources
- Needs
- Goals
- Objectives
- Methods and Activities
- Evaluations
- Budget
- Timeline
- Abstract
- Writing Tips



Where Do You Start?

- **Read the solicitation (RFP) carefully**
- **Form a committee**
- **Gather information**
- **Decide how to use the purpose of the grant to meet needs**
- **Investigate the research**



Establish a Team

- **Researcher**
- **Writer**
- **Proof reader**
- **Accountant**
- **Stakeholders (partners) who will be involved**



Idea Sources

- **Brainstorm with other inventive people**
- **Develop wish lists**
- **Identify needs**
- **Target funding sources**
- **Examine currently funded programs**
- **Adapt existing innovations**
- **Review professional journals**
- **Attend professional conferences**



The “Hook” or Value Added

- **Tailors the description of the idea to the interest of the grant**
- **Aligns the project with the purpose and goals of the grant**
- **Compels the reviewers to see the proposal as deserving funding**



Possible Components of a Grant

- Cover page
- Abstract or Executive Summary
- Background information
- Problem statement
- Project objectives
- Methods and activities
- Professional development
- Evaluation
- Partnership
- Time line
- Cost Proposal / Budget



The Gap is the Need

- Who has the need?
- What need do they have?
- How was the need determined?
- Why is the need critical?
- Is there data to support the need?



Tips for Need Statements

- **Accentuate the positive**
- **Emphasize the opportunity**
- **State the action plan**
- **State the problem to solve**
- **Base the request on needs not wants or things**



Goals

- **Outline the expected benefit**
- **Focus on the needs**
- **Provide a clear outcome of the project**



Example of Goals

- **Project “Save-A-Life” will increase the number of people in the target population who have life saving skills.**
- **The IFS Center for Educational Excellence will ameliorate the industry’s shortage of entry level Insurance and Financial Services personnel.**



Measurable Objectives

- Condition – circumstance, input, time frame
- Behavior, knowledge or status to be acquired
- Measurement – score on test, time limit, demonstration of skill, benchmark, number that achieve



Examples of Objectives

- ***Vague:*** Successful participants will understand how to administer CPR.
- ***Concrete:*** After receiving instruction and the opportunity to practice CPR, participants will correctly answer 16 out of 20 multiple choice questions and demonstrate the proper method for each technique as determined by the certified instructor.



Examples of Objectives

- **During the one-year period of the grant, 100 participants will be recruited to take CPR training and a minimum of 95 will successfully complete the training and become certified in CPR.**



Methods and Activities

- Define what is being done to meet the objective
- Describe how, when, where, why and who
- Correlate with participants' development
- Link to evaluation



Formative Evaluation

- Provides data during the course of the project. This can help to improve the design of the project; continuous improvement
- Examples: Surveys, journals, feedback from discussions, focus groups, benchmarks



Summative Evaluation

- **Measures how well the population achieves the goal. Usually administered at the end of the project.**
- **Examples: Standardized tests, authentic assessments, attainment of benchmarks**



Cost Proposal or Budget

- **Determine what needs to be paid with the grant funds.**
 - **Personnel**
 - **Benefits**
 - **Staff development**
 - **Material/Supplies**
 - **Equipment**
 - **Contracted Services**
 - **Administrative Costs**



Cost Proposal / Budget

- **Budget only for authorized expenses and only for the project**
- **Use realistic prices**
- **Be consistent with agency's budget**



Match

- **Funder requires that grantee match the amount of the grant award**
 - 50% of project is a \$1: \$1 match
 - 50% of the award is a \$1: \$2 match
- **Cash match or In-kind**
 - In-kind – staff time, use of facility or equipment, “release time from work” or anything that is an allowable cost for the grant
- **Must be accounted for in implementation**



Leverage

- **Something that is presented in the proposal as a resource for achieving the goals of the project**
 - Usually not required by funder
 - Funds, personnel, equipment, facilities
 - May earn extra points
- **Need not be accounted for but may be reported on**



Budget Errors

- **Addition and multiplication mistakes**
- **Correlation mistakes – not noted in activities**
- **Disallowed Costs**
- **Budget didn't match grant narrative**
- **Unrealistic price**
- **Required percentage not met (match or administrative costs)**



Budget Tips

- **Keep a running budget page while writing the grant.**
- **Work with the finance manager to confirm all costs and to sync proposed budget with organizational budget**



Timeline or Gantt Chart

- Graphically displays when activities will be conducted
- Is it reasonable?
- What are the activities and critical tasks?
- Who will initiate and follow through?
- When will this happen?



Timeline Implementation or Gantt Chart

<u>Activities</u>	Months>	1	2	3	4	5	6	7	8	9	10	11	12
Hire Manager		█											
Contract with Partners			█										
Set up data collection /implement		█		█	█	█	█	█	█	█	█	█	█
Recruit Participants			█	█	█	█	█	█	█	█	█	█	█
Train Participants				█	█	█	█	█	█	█	█	█	█
Job Placement						█	█	█	█	█	█	█	█
Report to Grantor				█	█	█	█	█	█	█	█	█	█



Logic Model

Goals	Assumptions	Objectives	Inputs + Resources	Outputs	Outcomes	Measurement
<p>Project “Save-A-Life” will increase</p> <p>the number of people in the target population who have life saving skills ■</p>	<p>Numerous people could be saved if more of us knew how to administer CPR and related life saving skills</p>	<p>During the one-year period of the grant, 100 participants will be recruited to take CPR training</p>	<p>Certified instructors, practice equipment, training manuals, video</p>	<p>95 trainees will complete training and become certified in CPR</p>	<p>More people will survive life threatening situations</p>	<p>Compare rates of survival pre and post CPR training for target population.</p>



Abstract or Executive Summary

- **Clear and concise summary of the proposal**
- **Write after proposal is completed**
- **Grantor may require specific items**



Writing Tips

- **Adhere to the RFP rules & sequence**
- **Identify and complete all sections**
- **Use the required font size**
- **Use specified line spacing**
- **Stay within specified page limit**



More Writing Tips

- **Submit: hard copy, e-mail or on-line**
- **Write in third person**
- **Write simply and clearly**
- **Ensure that each activity ties to an objective**
- **Meet the deadline**



Criteria (Example)

- (a) Need for the project (24 points)**
- (b) Objectives (9 points)**
- (c) Plan of operation (30 points)**
- (d) Applicant and community support (16 points)**
- (e) Quality of personnel (8 points)**
- (f) Budget and cost effectiveness (5 points)**
- (g) Evaluation plan (8 points)**



Polishing the Document

- Read the document again in one sitting to check the flow
- Check to make certain all requested items are included
- Engage an outside reader for critique
- Secure original signatures if required



If Unsuccessful

- **Contact agency to get evaluator's notes**
- **Save grant for other opportunities**
- **Be encouraged not every application is funded**
- **Try again!**



Now, on to the Grants