

LET'S GET A GRANT TO DO THAT

**“GOOD WRITERS”
DON'T NECESSARILY
WIN GRANTS**

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WRITING IS ABOUT 20% OF THE PROCESS

WHERE AND *HOW* TO BEGIN *SOUL SEARCHING*

- WHAT DO YOU WANT TO DO?
- *WHO* WANTS TO DO IT? ARE THEY A KEY *DECISION MAKER*?
- WOULD THE PROJECT BE IN LINE WITH AGENCY *MISSION*?
- ARE KEY DECISION MAKERS ON BOARD?

TOP LEVEL SUPPORT IS KEY

**BUT YOU NEED A LOT MORE
THAN THAT**

- **PROJECT MUST MATCH YOUR AGENCY'S MISSION**
- **AGENCY INFRASTRUCTURE MUST BE ABLE TO SUPPORT THE PROJECT**

AND WAIT, THERE'S MORE

- **CAN YOU PROVE AGENCY CAN DO THIS?**
- **CAN YOU SUSTAIN PROJECT WHEN THE FUNDING ENDS?**
- **WHO HAS BOUGHT INTO THE IDEA SO FAR?**
- **WHO WOULD FUND THIS?**

BEFORE YOU SEEK A FUNDER

- **IDENTIFY THE PROBLEM YOU WANT PROJECT TO SOLVE**
- **LIST NEEDS THIS PROBLEM CREATES**
- **DOCUMENT THOSE NEEDS WITH HARD UP-TO-DATE DATA**
- **DOES THE DATA SUPPORT YOUR CASE?**

IF THE DATA SUPPORTS YOUR CASE

ASK YOURSELF

- IS ANYONE ALREADY DOING THIS IN THE LOCATIONS I WANT TO SERVE?
- IF YES, ARE THEY ELIMINATING LOCAL/REGIONAL NEED?
- IS THIS PROJECT *REALLY* NEEDED HERE?

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- **IF YES, GET INTERNAL BUY- IN**
 - **IN ADDITION TO KEY DECISION MAKERS (INCLUDING THOSE WHO MUST SIGN OFF ON THE PROPOSAL), PERSON WHO WILL RUN THE PROJECT MUST BE INVOLVED: DO THEY WANT THIS; CAN THEY DO THIS?**

ONCE YOU HAVE INTERNAL BUY-IN

- **MAKE A BRIEF PROJECT PROFILE AND/OR OUTLINE THAT MATCHES AGENCY MISSION**
- **BEGIN SEARCHING POTENTIAL FUNDING SOURCES**
- **DETERMINE WHAT TYPE OF FUNDER IS MOST LIKELY TO FUND YOUR PROJECT**

FEDERAL SOURCES

Regularly Check:

- **Catalog of Federal Domestic Assistance (CFDA)**
<https://www.cfda.gov>
- **The Federal Register (FR) – daily listing of ALL rules and notices from federal agencies –**
<http://www.gpoaccess.gov/fr/>

Federal Funding, Continued:

- **Grants.gov** – Most federal agencies post grant announcements here – **www.grants.gov**

Sign up to have announcements e-mailed to you daily

Grants.gov is the gateway most agencies use for searching, downloading and submitting

STATE, COUNTY, AND LOCAL SOURCES

- Regularly check state, county, and municipal web sites for announcements
- Develop relationship with current grantees who will keep you updated regarding new funding opportunities
- Attend Bidders Conferences

FOUNDATIONS & CORPORATIONS

- **Subscription-databases are: Foundation Directory Online (Foundation Center), Big Online, Grantstation, Grantsmanship Center, Hoovers Online (for corporations)**
- **Free sites include: University Websites and Fundsnet Services**

CHARITABLE GIVING CONTINUED

- **Sign up for e-newsletters (i.e. Charity Channel) or sites with a special focus (i.e. HIV/AIDS)**
- **Chronicle of Philanthropy and Philanthropy News Digest are good sources**
- **Local & State Publications are Additional Sources**

THERE'S MORE

- **Local, State, and National Advocacy Groups are Good Resources**
- **Listservs in Your Interest Area Will Keep You Up-to-Date**
- **Google is a Good Friend**

KNOW THIS

- **RFP – Request for Proposal**
- **RFA – Request for Application**
- **NOFA – Notice of Funding Availability**

IF THERE'S NO MATCH

- **IT'S BACK TO THE DRAWING BOARD**
- **NEVER SACRIFICE YOUR MISSION TO MEET A FUNDER'S PRIORITY**
- **CAN YOU NARROW DOWN LOCAL NEED?**
- **CAN YOU EXPAND POPULATION OF FOCUS?**

WHY THERE WAS NO MATCH

- **FUNDING NOT AVAILABLE IN YOUR GEOGRAPHIC LOCATION**
- **AGENCY BUDGET TOO LARGE OR TOO SMALL**
- **FUNDER PRIORITY CHANGED**
- **FUNDER HISTORY LEANS TOWARD DIFFERENT TARGET POPULATION**

ONCE YOU DO HAVE SOME MATCHES

- **BEGIN TO DEVELOP YOUR IDEAS**
- **WORK WITH PERSON WHO SIGNS OFF AND PERSON WHO WILL RUN THE PROJECT – DON'T WASTE YOUR TIME DOING SOMETHING NO ONE ELSE WANTS**

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- **WILL YOU NEED PARTNERS?**
 - **WHAT ABOUT BEING A “LEAD AGENCY?”**
 - **THINK ABOUT MEMORANDA OF AGREEMENT**
 - **WHO SHOULD PROVIDE LETTERS OF SUPPORT?**

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- **HOW MUCH MONEY DO YOU NEED TO SUPPORT THIS PROJECT?**
 - **WILL THE FUNDER PROVIDE THAT MUCH?**
 - **DOES FUNDER REQUIRE MATCHING FUNDS?**
 - **IS THIS STILL REALISTIC TO PURSUE?**

AND IF THE ANSWER IS YES

- **WHEN IS THE PROPOSAL DUE?**
- **DO YOU HAVE ENOUGH TIME?**
- **SHOULD YOU WAIT UNTIL THE NEXT FUNDING CYCLE?**
- **IF YOU ARE GOING TO MOVE FORWARD, BE THOROUGHLY FAMILIAR WITH THE RFP/RFA**
- **MAKE SURE KEY PLAYERS ARE TOO**

YOU MUST *SELL* YOUR AGENCY

- **Agency *History* – tells funder whether or not you have enough and appropriate experience to provide the requested project**
- **Agency Financial Viability is Key**
- **Do You Have Appropriate Staff & Space to Support the Project?**

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- **Partnerships and Collaborations are Important to Funders**
 - **Every Response Must Include Cultural Competency**
 - **Stress Agency History With Population of Focus for This Project**

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- **Agency Financial Status and Your Realistic Plans to Sustain the Project, When Funding Ends, is Critical**
 - **Have Agency Org Chart Up-to-Date and Prepare a Chart for the New Project – Sometimes Called *Table of Organization***

AS YOU DEVELOP THE PROJECT

- **ANSWER THE FOLLOWING:**
 - **HOW AND WHEN**
 - **WHO AND WHAT**
 - **WHERE AND COST**
 - **GOALS AND OBJECTIVES**
- **IS THIS STILL REALISTIC?**
- **SHOULD PROJECT BE REVISED?**

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- **FOLLOW THE RFP TO THE LETTER, EVEN IF YOU THINK YOUR WAY IS BETTER**
 - **ASK SOMEONE UNFAMILIAR WITH THE CONCEPT TO REVIEW AND DETERMINE IF YOU HAVE ANSWERED EACH QUESTION OR EVALUATOR CRITERIA**
 - **REVISE, REVISE, REVISE**

GOALS AND OBJECTIVES

■ BE SMART:

GOALS – Are Broad

OBJECTIVES – SMART (Specific, Measureable, Attainable, Reasonable, and Time Limited)

ACTIVITIES – Methods to Meet Your Objectives

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- **OUTCOMES – Results of Your Activities – Must Be Measureable**
 - **Define *Qualitative* versus *Quantitative* Data**
 - **Focus on Your OUTCOMES – Must be Realistic and Measureable**

THE DREADED LOGIC MODEL

- **DAZZLE THE FUNDER**
- **Review Sample Logic Models**
- **Understand Specific Components: Inputs, Outputs, Outcomes, and Evaluation Tools**
- **See United Way, SAMHSA, and Robert Wood Johnson Examples**

SOME TIPS ABOUT REVISIONS

- **KEEP PRIOR VERSIONS UNTIL YOU HAVE YOUR FINAL COPY**
- **SAVE EACH ONE AS V1, V2, ETC AND RECORD THE DATE, I.E. V7, 11/12/2010**
- **DELETE OLD VERSIONS ONCE YOU'VE SUBMITTED IT**
- **KNOW HOW TO SUBMIT**

THE SUBMITTAL PROCESS

- **HAND DELIVERED? GET A SIGNED/TIME STAMPED RECEIPT; CONSIDER TRAFFIC**
- **ON-LINE APPLICATION? BE CERTAIN OF SOFTWARE REQUIREMENTS FAR IN ADVANCE OF DUE DATE**
- **GRANTS.GOV – GET REGISTERED**

OTHER CONSIDERATIONS

- **MAKE SURE DATA IS CURRENT AND CITE YOUR SOURCES**
- **FOLLOW RFP FORMATTING DIRECTIONS TO THE LETTER (FONT & SIZE, MARGINS, PAGE NUMBERING, SPACING, ETC)**

VERY CRITICAL ISSUES

- **IF YOU CONTRACT WITH A GRANTS PROFESSIONAL CONSULTANT, REVIEW THEIR FUNDING HISTORY, CHECK THEIR REFERENCES, AND NEGOTIATE PAYMENT CONTRACT, PRIOR TO HIRING**
- **NEVER PAY THE GRANT WRITER BASED ON SUCCESSFUL FUNDING – VERY UNETHICAL AND IF WRITER IS LICENSED, THEIR CREDENTIAL IS AT RISK; SO IS YOUR REPUTATION**