Unlocking Funding: An Introduction to the Art of Grant Writing

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Agenda

- Prospecting
- Pre-Proposal Process
- Key Components of a Grant Proposal
- Submission Process
- Post-Award Management
- Q&A

Prospecting

- Research potential funders and grant opportunities

- Funder Priorities and Guidelines

- Necessary organizational and project information

- List of key words

- Grants.gov

- GrantStation

- Professional Organizations, Newsletters

- Candid - paid subscription

- GrantWatch - paid subscription

- Thompson Grants - paid subscription

Prospecting
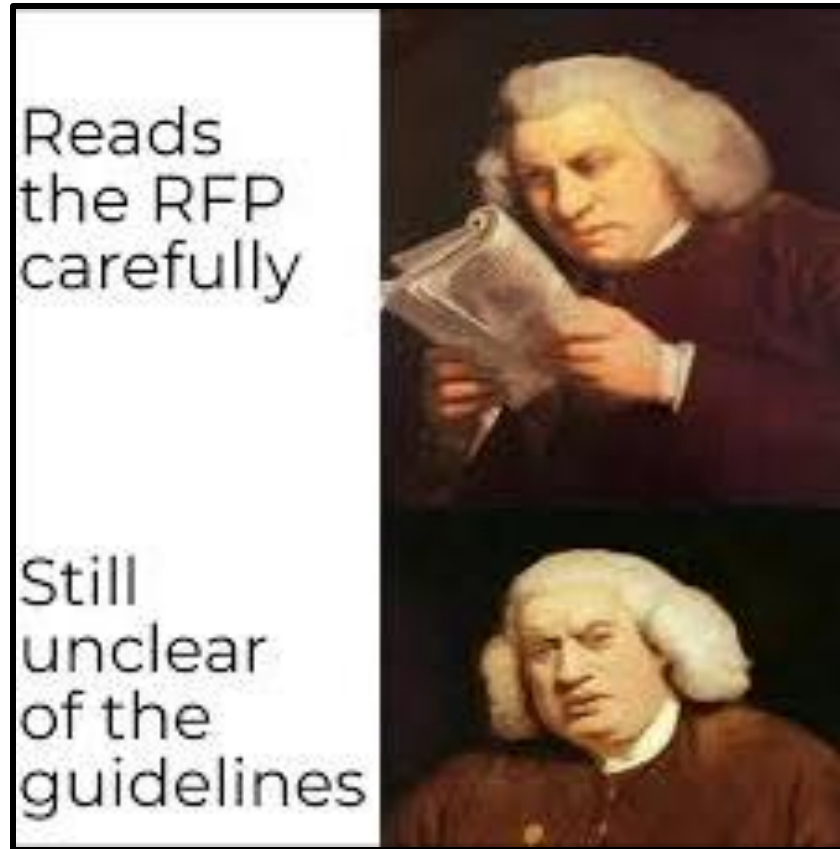
- Grants.gov and Federal Funding
- Grants.gov and Workspace
- Grant Portals (for non-federal applications)
- Grantmaker/Funder Application Guidelines
- Webinars, organizational feedback, and Q&A's

Start here:

LOGIN.GOV

SAM.GOV®

GRANTS.GOV℠
FIND. APPLY. SUCCEED.®

UNM HEALTH SCIENCES

Project ECHO®

- Grants.gov is the main place to apply for any federal grant

- Key components of grants.gov

- Extensive tutorials available

- Technical Support

- 'Workspace' and 'Manage Workspace'

CNM▷
Central New Mexico Community College

Key Components of a Grant Proposal
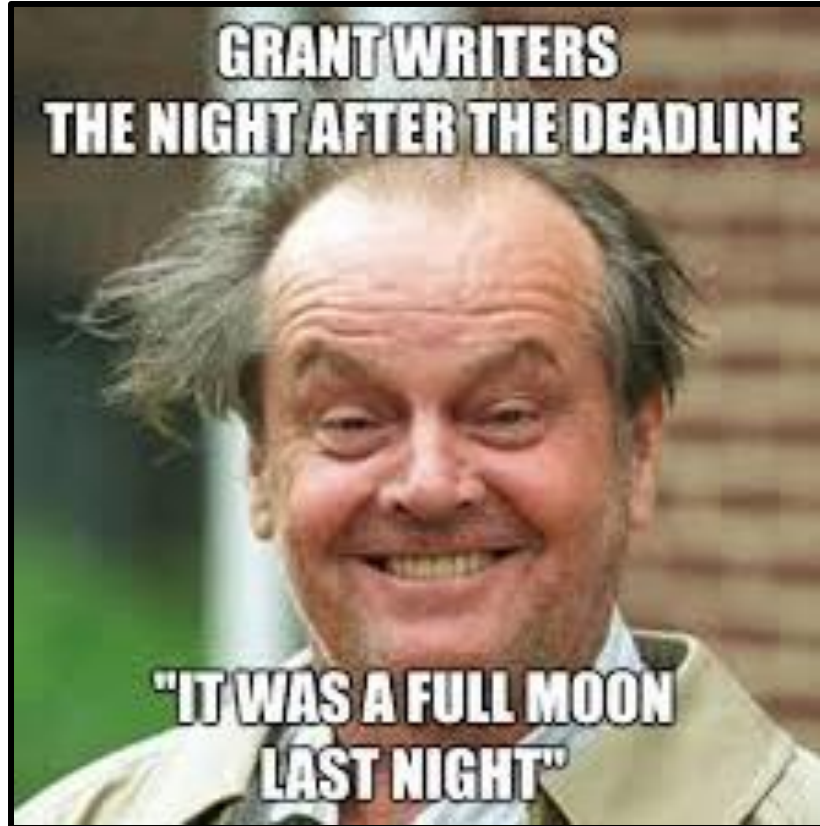
- Executive Summary
- Statement of Need/Problem
- Project Description/Narrative
- Evaluation Plan
- Sustainability Plan
- Letters of Collaboration/Support
- Budget and Budget Justification

Executive Summary

- Addresses the WHY in the first sentence

- Introduction to Your Organization
  - Who You Are: Provide a brief introduction to your organization, including its mission, history, and core values.
  - What You Do: Summarize the primary activities, services, or programs your organization offers.

- Offers a solution

- Connection to the Agency's Mission
  - Alignment with Agency Goals: Clearly articulate how your project aligns with the agency's mission and goals.
  - Addressing Agency Needs: Identify the specific needs of the agency that your project aims to address.

Statement of Need

- Keep the statement concise, compelling, and focused on the beneficiaries rather than your organization

- Goal is to convince the funder that this is an urgent, important need that aligns with their priorities and that your organization is well-positioned to address it

Project Description/Project Narrative

- Organizational Background

- Details about planned work
  - Clear goals, outcomes and activities
  - Timelines, structure, and experience
  - Aligned with budget

- Goals and Objectives (SMART)
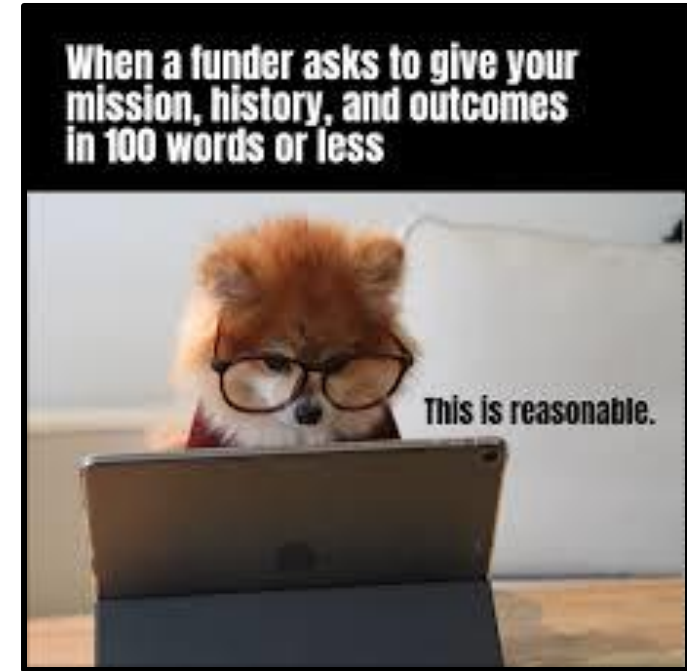
- Use a logic model

Evaluation Plan

- List outcomes and outputs

- How will you collect data?

- How will you analyze the results?

- Have clear questions, data sources

- Link to timeline and method
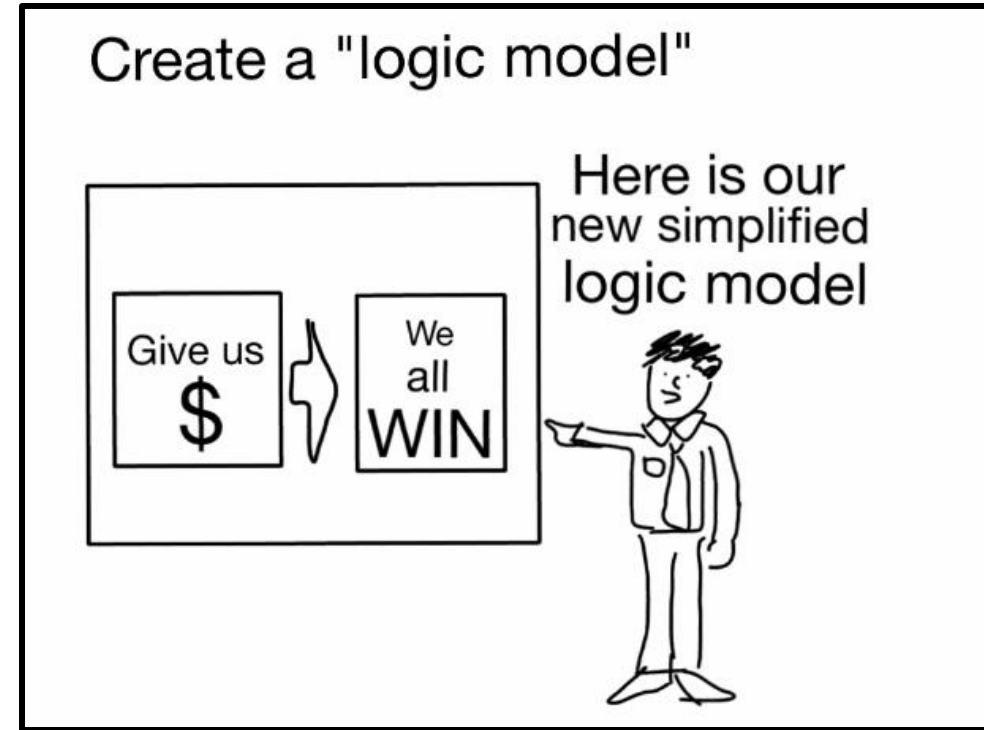
Sustainability Plan

- Diverse Funding Sources

- Future Fundraising Efforts

- Community Partnerships

- Involvement of Key Stakeholders

When a funder asks to give your mission, history, and outcomes in 100 words or less

This is reasonable.

Letters of Collaboration/Support

Letter of Collaboration

- Typically, from partners actively involved in the project

- More specific:
  - Documentation of a commitment to participate in the project if funded
  - Confirm contributions
  - How the partner will contribute

Letter of Support

- Express enthusiasm for the project

- Typically, from key stakeholders

- Discuss broader impact

Budget and Budget Justification

Budget

- Personnel and Fringe
- Travel
- Materials and Supplies
- Equipment
- Indirect Costs

Budget Narrative/Justification

- Detailed explanation of the costs outlined in the budget.
- It justifies the necessity and reasonableness of each cost, ensuring that reviewers understand how the funds will be used to achieve the project's objectives.

Submission

Proofread and Edit Thoroughly

- Multiple Rounds of Editing: Go through several rounds of proofreading and editing to ensure there are no typos, grammar errors, or confusing sentences

- External Review: Have someone else review your proposal to catch errors you might have missed and provide feedback on clarity and coherence

Follow Directions Carefully

- Adhere to Guidelines: Each grant will have specific instructions on what to include and how to format your proposal. Ensure you follow these guidelines meticulously to avoid disqualification.

- Include All Required Documents: Make sure all requested documents are included and correctly formatted

Post-Award Best Practices

If Awarded:

- Review and understand the grant agreement thoroughly. Ensure all team members are familiar with the requirements, deadlines, and deliverables.

- Create a comprehensive grant management process, including:
  - A tracking system or calendar for all deadlines and deliverables and regular team meetings to review progress and address issues
  - A centralized document storage system for all grant-related materials

- Monitor and evaluate program progress regularly, collecting data on key performance indicators.

- Prepare and submit timely, accurate reports as required by the funder

Post-Award Best Practices

If Declined:

- Review the feedback given by the funder – you may have to ask them for it directly
- Schedule follow-up meeting
- Determine if you can reapply
- Calendar the opportunity for next open cycle

General Grant Writing Tips