

OFFICE OF CONGRESSMAN DAVID PRICE

GRANT RESOURCES AND OPPORTUNITIES WORKSHOP

OVERVIEW AND GRANT-WRITING BEST PRACTICES





We are dedicated in assisting nonprofits, the faith base community and small businesses to develop their capacity in sustainability and accountability through best practices.

Sharon Campbell- Principal Partner

Introduction: The Findings

Every nonprofit organization needs to raise money, but three elements should already be in place before seeking funding.

First, your organization should have a written mission statement.

When your organization was created the founders had a vision of what the organization would accomplish.

This statement enables you to convey the purpose of your organization, to funders who has not previously heard of your work

Second, your organization should have completed the process of officially acquiring nonprofit status, or you need to have identified an appropriate fiscal agent to receive the funds on your behalf.

Articles of Incorporation

Tax EIN

501 c 3 Form 1023

Finally, you should have credible program or service achievements or plans in support of your mission.

Key Pointer: Even in a good economy, it's often hard for nonprofits and other organizations to get a new proposal funded.

Where To Start Looking For Funding

Funding Opportunities

- foundations,
 - corporations,
 - government agencies (State and Federal)
 - and private philanthropists
- that awards money that will put--and keep--their plans in action.



Once your organization has established a presence, the first step of the proposal process is determining the priorities of your organization.

Only after you have done this you can select the right funder for your project or goals to turn into a proposal.

The Process

Grant writing is the application process wherein the organization seeking financial assistance explains what it plans to do, how much money it needs to do it and how the results will be measured

11 STEPS TO GRANT WRITING

1. Developing The Proposal
2. Writing A Compelling Need Statement
3. Defining Clear Goals and Objectives
4. Developing Your Methods
5. Preparing The Evaluation Component
6. Developing Future Funding Strategies
7. Preparing The Program Budget
8. Writing The Introduction To The Proposal
9. Writing The Proposal Summary
10. Putting The Package Together
11. Following Up With Funders



Focus Point 1: Developing The Proposal Idea

Before actually writing a proposal, your organization should determine which projects are most likely to be funded through a grant. Most funders prefer to give grants in support of special projects and new ideas rather than general operating expenses or the ongoing costs of established programs.



Focus Point 2: Writing a Compelling Needs Statement

Key Pointer: This is the heart and soul of your case for support (Funding)!

Keep in mind that your needs statement should:

- ✓ ***Have a clear relationship to the mission of your organization***
- ✓ ***Focus on the needs of the community “not” your organization***
- ✓ ***Support your statement with facts (via charts, graphs, etc.)***
- ✓ ***Be easy to read. Do not use a lot of jargon.***
- ✓ ***Benefit from a touching story.***

Focus Point 3: Defining Clear Goals And Objectives

The goals and objectives are the outcomes of the planned program, and they answer the question,

How would the situation look if it were changed?

Key Pointer: Goal Statements **SMART:**

- **Specific:** *Be specific when stating the goal that you would like to accomplish.*
- **Measurable:** *Can the progress and completion of the goal be measured? You will know when you succeed.*
- **Attainable:** *The goal must be relatively within your grasp, yet provides an opportunity for personal growth.*
- **Realistic:** *Can the goal be accomplished realistically and safely?*
- **Timed:** *Timelines and deadlines are stated clearly and specific.*



Focus Point 5: Preparing The Evaluation Component

You are testing a hypothesis (if we do this, then that will happen). How a program will be evaluated must be **determined prior to the program's implementation.**

- **Bear in mind that funders expect to know the ways an organization will measure the success of a project.**

2 Approaches you can take to collecting your data.

Quantitative Method : number of enrollees, number of dropouts)

Qualitative Method: interviews (group and/or individual), direct or field observation, and review of certain documents



Focus Point 6: Developing Future Funding Strategies

- **First**, when a program is terminated due to inadequate continuation funding, important program goals often are not achieved. The original grant is not leveraged for long-term success.
- **Second**, most funders give considerable attention to this section, because like you, they don't want your project to fail once the initial grant is used up.
- **Some details** should be given in the future funding section on the ways fundraising will be expanded to include the new project and who will assume responsibility.

Key Pointer: Future funding can come from the following sources:

- **Continuation grants** from foundations and corporations
- **Annual campaigns**
- **Fee-for-service:** If your organization plans to ask clients to pay fees, the fee scale and a revenue plan should be show
- **Sales of items or activities**

Focus Point 7: Preparing The Program Budget



Key to the proposal is the budget for the project or the agency seeking support.

If you are **seeking operating,**

- **or general support,**

- you should submit the budget for your whole agency along with your request for unrestricted funds.

- If you are **seeking funding for a special project,**

- you will need to develop a budget that shows the expenses and revenue you anticipate for that project.

- Depending on the funding source,

- you may be asked for a very detailed budget or a more **general outline of income and expenses.**

Focus Point 8: Writing The Introduction To The Proposal

The introduction component of the proposal is often lengthy, since it must describe the organization and provide assurance to *prospective funders* that the nonprofit can undertake the proposed project.

The introduction may also be called “**Background Information**” or **Applicant Description**” by prospective funders.

- ✓ The introduction of a proposal should tell the reviewer that the organization:
- ✓ *Is fiscally secure*
- ✓ *Is well managed*
- ✓ *Provides important community services*
- ✓ *Has the respect of the community*

This section of the proposal can be “*boiler plated*” for most funders.

Slight changes may need to be made to highlight items of special interest to a particular funder.
(**Research Your Funder**)

Focus Point 9: Writing The Proposal Summary

The summary is a clear, one-page abstract of the proposal. It appears at the beginning of the document, but is written last.

A proposal summary usually contains the following elements:

- ✓ *Identification of the applicant*
 - ✓ *Qualifications to carry out this project*
 - ✓ *The specific purpose of the grant*
 - ✓ *The anticipated end result*
 - ✓ *The amount of money requested*
 - ✓ *The total project budget*
-
- Each of these elements should be explained in **one short paragraph**.
 - **It is customary** to follow the order given above when writing the summary.
 - A well-written summary will help the reviewer understand the **need for the project** and the **results expected**.
 - A poorly written summary will leave reviewers asking **why the project is important**, which will hurt its chances of being funded.

Focus Point 10: Putting The Package Together

It is very important that your proposal have a clear but brief cover letter, along with any required attachments.

- ✓ A cover letter should have and Keep the cover letter one page
- ✓ The organization making the request
- ✓ The support of the Board for the project
- ✓ The specific financial request being made
- ✓ A list of board members and their work affiliations
- ✓ The organizations overall budget for the latest fiscal year
- ✓ An organizations brochure
- ✓ The most current newsletter
- ✓ The latest annual report (for those nonprofits that prepare annual reports)
- ✓ The organization's long-range plan (if no long-range plan has been prepared, then a list of the annual goals)
- ✓ Other funding sources receiving proposals for the project, and the amount of the request
- ✓ Letters of support (CURRENT)



Focus Point 11: Following Up With Funders

Key Pointer: *Please read to make sure you can call because many times the funder requests no phone calls.*

- **Once the grant has been received**, the organization should properly acknowledge its funder.
- **Foundations and corporations** sometimes differ in how they wish to be thanked.
- Foundations and corporations expect a thank-you letter, and they want to be kept informed of the project's progress.
- Even if progress reports are not requested, an update should be mailed at regular intervals throughout the life of the project.
- Recognizing the funder's generosity in the organization newsletter and annual report is also appreciated.



Now you are ready for your journey in the funding world.

Build you a team that has the vision for the people you will serve.



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