

Grant Writing 101

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Zoom Norms



Turn your video on, if possible, especially for breakouts



Mute your microphone to minimize background noise



Raise your hand via the Zoom icon to ask a question



Use the chat feature to ask questions and make comments!

Introductions

In the chat....


- Your name and organization
- What you hope to learn today
- (Optional) What's for lunch today?



Background

Brenda Calderón Consulting works with nonprofit organizations in Connecticut to provide research, strategy, and project management support.

Building Impact Partners works with philanthropists and foundations across the country to help them catalyze systemic change in the social issues most important to them and the communities they serve.



Session Objectives

Participants will learn:



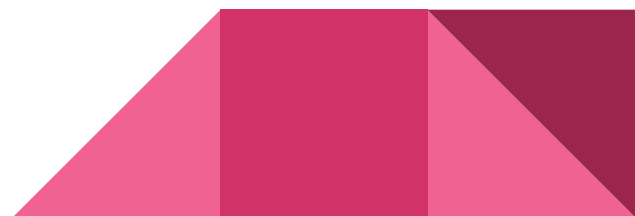
Tips on how to find grant opportunities



The basics of developing a standard application



Pointers on how to make your application stand out





Zoom Poll Time!

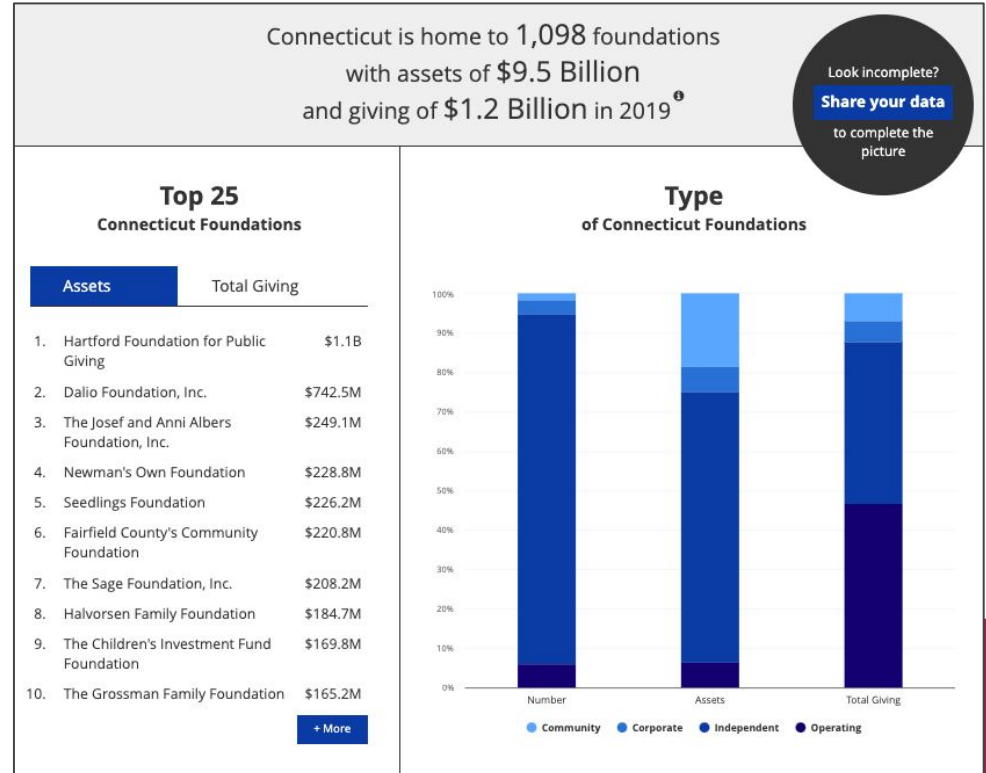


Finding the Opportunities

How to Source Strong Grant Opportunities

Finding Grant Opportunities

- Stay Up-To-Date with [Local Foundations](#)
 - Attend information sessions
 - Sign up to receive newsletters
 - Check listings, like CCP's ["RFPs and Opportunities" page](#)
- Use "Grant Research Tools," like [GrantStation](#), [Instrumentl](#), and [Grants.gov](#)
- Use "Donor Prospect Research Tools," like [DonorSearch](#)
- Ask your peers and colleagues for referrals!



Source: CCP Stats Center

Crowdsourcing Grant Opportunities

In the chat....

- Do you have any tips for finding grant opportunities?



Which Type of Grant Might Be Right for Your Organization

Type of Grant	Description
Project/Program	Solving a specific problem or community need
General Operating	Unrestricted or core support grants for administrative overhead
Capital Project	New construction or renovation or large equipment purchases

Source: "How to Write a Grant"
(Book by Meredith Noble)

Vetting Opportunities



Alignment / Mission Match



History



Relationship



Invitation or Open Door Policy



Preparedness



Odds



Return on Investment

[Source: Grants Plus Go-To Guide](#)

Chat-In Your Questions





Getting Started

How to Construct a Template Proposal

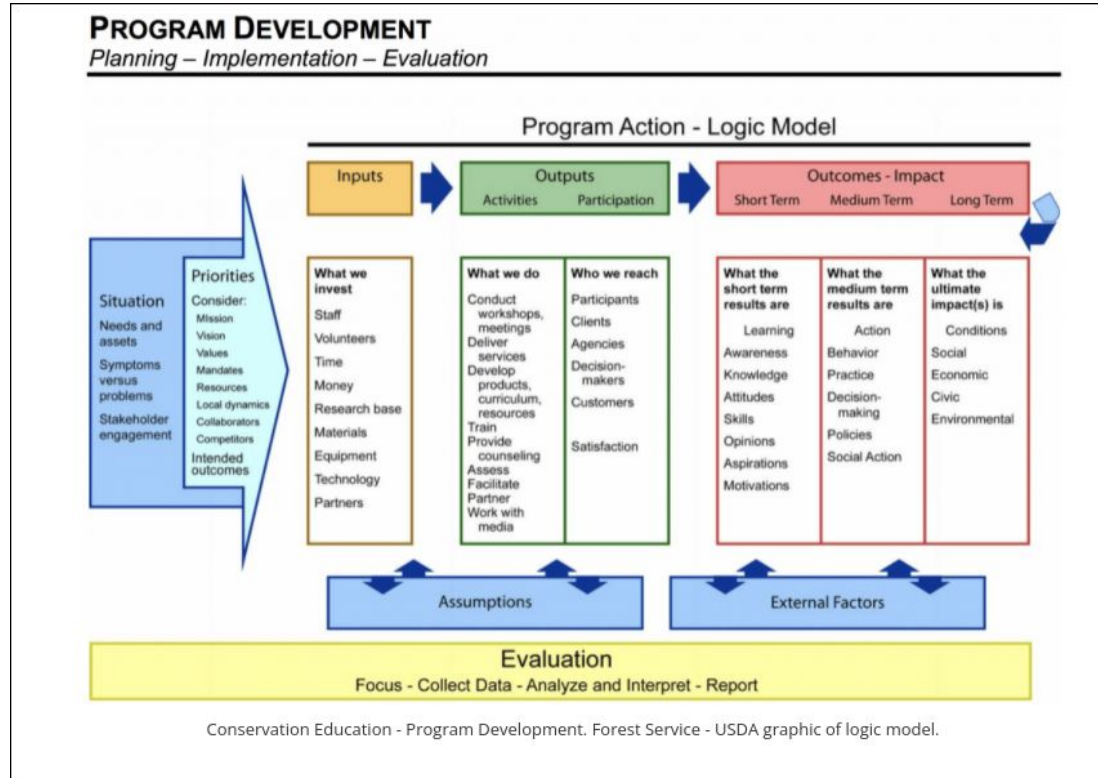
Referencing Successful Grant Proposal Examples

- Foundation websites
- Online tools and workshops like [Community Tool Box](#), [Non-Profit Guides](#), and [Instrumentl](#)
- Examples from colleagues



[Source: Instrumentl](#)

Constructing a Logic Model



Source: Instrumentl

Core Components of Most Grant Applications



Narrative

- Cover letter
- Executive Summary
- Project Design
- Organization Information



Budget / Budget Narrative



Financial Documents

- Overall organizational budget
- Up-to-date financial statements and audit
- Most recent IRS 990



Other Documents

- Board of Directors list
- Certificate of Good Standing
- Letter of support
- Organizational chart

Writing a Template Narrative

- Cover Letter
- Executive Summary
- Statement of Need
- Goals & Objectives
- Project Design
- Project Evaluation***
- Project Budget***
- Organizational Information
- Other Possible Sections

Disclaimer: All applications are unique, so you will have to ultimately adjust this reference template accordingly

Source: Denver Office of Strategic Partnerships



Getting Started

- Tool Kit with sentence starters from Snowball Fundraising
- Compile supporting materials
 - Spreadsheet of impact stories, videos, data to pull from as proof points
 - Budget spreadsheet
 - Financial and other supporting documents

The challenge of a statement of need is to strike the perfect balance. Convey the importance or necessity of your project and fill your funder with optimism that your program will solve a serious problem or address an urgent need.

The need for our Nonprofit Organization Programming Project is great.

Our community has struggled with _____ for several years, and its effects have been amplified by the ride of _____, changes in _____, and the loss of _____. Statistics show that this issue is on the rise in communities like ours:

- *Properly cited statistics from an authoritative source*

The Nonprofit Organization has confronted this issue in the past, and other local groups and governing bodies have addressed it, as well, but we believe a more coordinated effort with greater support will solve the issue.

Chat-In Your Questions





5 Minute Break



Winning the Grant Award

Tips for Writing a Successful Grant Proposal

Project Manage

- Avoid procrastination through proactive planning
- Map out deadlines for when you'll complete each draft
- Account for how long it will take you to compile all of the supporting documents you need
- If you require the support of a team, meet with them early on in the process to get aligned around deadlines

MON	TUES	WED	THURS	FRI
3 Kick off meeting	4 Receive info requested	5 Draft resolution to submit grant	6 Request letters of support	7 Draft #1 budget form
10 Draft #1 narrative due	11 Team meeting	12	13 Pass resolution	14
17 Draft #2 narrative due	18 Team meeting	19 Letters of support due	20 Finalize budget form	21 Draft #3 narrative due
24	25 Team edits to narrative due	26 Draft #4 narrative due	26 Draft #4 narrative due	28 Finalize application for review
31 Independent review	1 Finalize. Submit grant!	2 Grant due date	3	4

Source: "How to Write a Grant" (Book by Meredith Noble)

Follow the Guidelines



Follow the instructions in the application and answer questions exactly



Look up scoring guides



If scoring guides are not available, discern criteria by looking at successful grant applications



Put yourself in the shoes of the funder - What is the funder trying to learn through each question? What are they looking for?

Be Compelling

- Tell a story!
- Write a solutions-oriented, strengths-based narrative with an engaging voice
- Explain why your organization and team is the best team to do this work
- Share your stories of impact to date
- Provide a detailed plan of execution, mapping back to how the funding will be used

DEFICIT-BASED APPROACH	STRENGTHS-BASED APPROACH
Implement programs as the answer	See people as the answer
Us versus them	In this together
Assumes dependence	Increases sustainability
Focus on what is broken	Focus on what is working

[Source: "How to Write a Grant" \(Book by Meredith Noble\)](#)



Do Your Research

- Learn all you can about the foundation by doing a deep dive into their website
- Align your narrative language to the foundation's language around its focus areas
- Exemplify the foundation's principles in all communications



WHO WE ARE

WHAT WE DO

OUTCOME AREAS



HIGHER
OPPORTUNITY
NEIGHBORHOODS



EMPLOYMENT
OPPORTUNITIES



BASIC HUMAN
NEEDS



ARTS & CULTURE



CIVIC AND
RESIDENT
ENGAGEMENT



Demonstrate That You Will Mitigate Any Risk



Foundations want to make sustainable investments

- They typically want to safeguard against being the sole funder on a project or funding a disproportionate amount of the cost
- They also like to see that you have plans to diversify your revenue streams over time
- This is especially true when you are asking for funding for a new staff position



Put yourself in the shoes of the funders and ask yourself: What might concern a funder in this proposal? Do your best to proactively quell those concerns.

Create Multiple Drafts



Make your language more and more concise with each draft



Avoid using jargon -- Funders need to be able to understand your work in plain terms



Ask a third party to review the application and give you feedback



Build Relationships with Funders



Get connected via your network



Attend (or even present at) conferences and other community events for exposure



Make a good first impression!

- Have an elevator pitch
- Do your research
- Timing is key
- Make an invite
- Follow up

[Source: Grants Plus Go-To Guide](#)

Winning the Grant Award

Sometimes You Don't Win...So You Try Try Again!

Question and Answer



Resources for Further Learning



[Grant Writing 101: Everything You Need to Start Raising Funds Today](#) | Victoria Johnson



[How to Write a Grant: Become a Grant Writing Unicorn](#) | Meredith Noble



[Grant Writing 101: Recommendations & Basics For A Winning Grant Proposal](#) | Denver Gov



[The Fundamental Grant Proposal Template](#) | Snowball Fundraising



[Factors to Consider When Deciding to Go \(or Not Go\) for a Grant Opportunity](#) | Grants Plus



[Grants and Other Opportunities](#) | Connecticut Council for Philanthropy





Thank You!

How to reach me if you have any questions:
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