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 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 “Grants and Other 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

<table>
<thead>
<tr>
<th>Type of Grant</th>
<th>Description</th>
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<tbody>
<tr>
<td>Project/Program</td>
<td>Solving a specific problem or community need</td>
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<tr>
<td>General Operating</td>
<td>Unrestricted or core support grants for administrative overhead</td>
</tr>
<tr>
<td>Capital Project</td>
<td>New construction or renovation or large equipment purchases</td>
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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

Getting Started
How to Construct a Template Proposal
Constructing a Logic Model

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

Chat-In Your Questions
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 rise 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.
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

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

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<tr>
<th>DEFICIT-BASED APPROACH</th>
<th>STRENGTHS-BASED APPROACH</th>
</tr>
</thead>
<tbody>
<tr>
<td>Implement programs as the answer</td>
<td>See people as the answer</td>
</tr>
<tr>
<td>Us versus them</td>
<td>In this together</td>
</tr>
<tr>
<td>Assumes dependence</td>
<td>Increases sustainability</td>
</tr>
<tr>
<td>Focus on what is broken</td>
<td>Focus on what is working</td>
</tr>
</tbody>
</table>

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

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
Breakout Rooms!

You’ll have 6 minutes in your breakout room pairs to present an elevator pitch you’d make to a funder about your org or project to each other to get feedback.

Person A will spend 30 secs to 1 min. sharing their elevator pitch. Afterwards, Person B will share feedback for about 2 mins. And then you’ll switch!

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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