

**GRANTWRITING  
STATEWIDE TRAINING ADVISORY  
NETWORK OF DELAWARE**

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# Funding Your Program --- Grantwriting



# GETTING THE MESSAGE OUT!

- How do we convince community stakeholders and funders that our programs are relevant, valid and worth the investment?
- How do we align our programs with community needs?
- How do we ensure that our programs/services are responsible for creating individual and community change?
- How do we tell our “community impact story”?



# WHAT TO KNOW ABOUT GRANTWRITING

[http://www.youtube.com/watch?v=1RIT1D73r\\_U](http://www.youtube.com/watch?v=1RIT1D73r_U)

- Formats & basic elements of a grant proposal
- Types and sources of “program” funding.
- How to link grant requests to organization mission, program objectives, and community need.
- Strategies for marketing your grant request.
- Ways to communicate with “funders”.
- Resources for locating appropriate funders and assistance.

# A FEW GOOD RESOURCES - (TO BE EMAILED)

- The Grantmanship Center: <http://tgci.com/>
- Delaware Community Foundation  
[www.delcf.org](http://www.delcf.org)
- Association of Fundraising Professionals  
Brandywine Chapter  
<http://afpbrandywine.afpnet.org/>
- D.A.N.A. - Grant Directory  
<http://www.delawarenonprofit.org/infocentral/fundraising.php>
- State of Delaware – Bid Solicitation (register)  
<http://bids.delaware.gov/>
- Federal Grants: <http://www.grants.gov/>
- Grant Space: <http://grantspace.org/>

# WHAT'S THE CURRENT "TIDE"?

- Grantmanship Center newsletter  
[www.tgci.com/newsletter/](http://www.tgci.com/newsletter/)
- Association of Fundraising Professionals  
<http://www.afpnet.org/index.cfm>
- Federal Grants????  
[http://www.youtube.com/watch?v=\\_hr7snsqjk4](http://www.youtube.com/watch?v=_hr7snsqjk4)

# SOME CURRENT TRENDS

- Evidenced-Based Programs
- Collaboration – “Strategic”  
Partnerships  
Alliances – Coalitions
- Corporate Designation / Support  
Social Enterprise
- Strategic Restructuring

What are you asking?



What are you requesting?

Granting and Contracting

# GRANTWRITING WORKSHOP

## AGENDA

- **Format & Basic Elements Grant Proposals**
- **Grantmaker Requirements /Characteristics**
- **What Else?**
- **Problem-Solving / Discussion for Specific Grants**



What do you think?

What's important in grantwriting  
and solicitation?



Participant Survey.ppt

# Barriers to Effective Grantwriting And Unrealistic Expectations

<http://www.youtube.com/watch?v=2iRGgEKfq-g&feature=related>



# WHAT DO YOU NEED FUNDED, NOW?



Write a statement describing “something”  
for which your organization / Dept. / Div.  
/ Office wants to seek funding.


# *Strategic or Reactive Grantwriting?????*



- ⚡ Is there a fit with mission and strategic plan?
- ⚡ Is it the right time?
- ⚡ Does the organization have the resources and infrastructure?
- ⚡ Does “it” align with the organization funding strategy?
- ⚡ Should you walk away?
- ⚡ What are the risks and benefits - value?
- ⚡ Can it be sustained?



## *Before You Start...*

- ↓ Read - Read - Read Application
- ↓ Consider Resources & Time Management
- ↓ Organize a Checklist
- ↓ Go to Application Conferences with Questions
- ↓ Review the Budget Guidelines



# Mistakes - Assumptions - Pitfalls



- ☒ Don't stand on your laurels - reputation.
- ☒ Don't assume based on past experience.
- ☒ All funding entities are not equal.
- ☒ Don't "put all your eggs in one basket."
- ☒ Don't pursue all the same type of funding.  
(i.e. reimbursable funding)
- ☒ Be aware of the competitive and clandestine nature of the funding process.
- ☒ Submit on time and as requested.

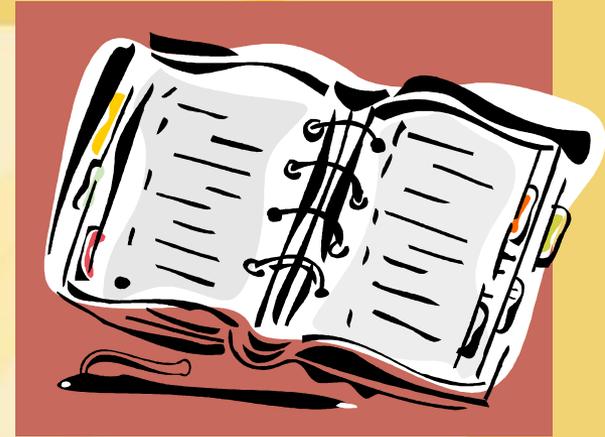


# IMPORTANT GUIDELINES FOR WRITING GRANTS!

## **Rules to Write By....**

- ✓ Write to your audience – Give them what they want
- ✓ Be true to your mission
- ✓ Make it simple – use “the” standard format and/or the funders format
- ✓ Check your passion - Keep your eye on the why
- ✓ Be sincere
- ✓ Communicate clearly, not academically, unless...

# GENERAL GRANT FORMAT



- **Cover letters**
  - **Introduction**
  - **Problem Statement / Needs Assessment**
  - **Outcomes, Methods & Evaluation**
  - **Budget & Future Funding**
- \*Other: Summary, Abstract, Application,  
Letter of Inquiry to RFP, Eligibility Criteria**

# INTRODUCTION

## WHO & WHY ARE YOU?



- Organization Mission / Purpose
- Scope of Programs/Services
- “Picture” of Clients/Customers
- Community Collaborations/Interactions
- “Uniqueness”

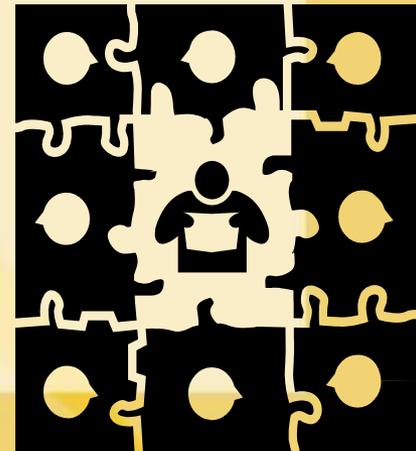




**“WHO - WHAT - WHY” is your organization and what makes it unique?**

# PROBLEM OR NEEDS STATEMENT WHAT SHOULD BE DONE?

- **Need:** What conditions in the lives of our “constituents need change?
- **Problem:** What situations in the community can you help resolve?
- “Fits” organization purpose/mission.
- Acceptable, supported, reasonable.
- “Tied” to clients/customers.
- Is measuring success problematic?



# IS THERE A FUTURE FOR THE FUNDING?



- ❖ **Don't confuse needs with methods, activities, action steps.**
- ❖ **“The seniors in our area need a community center.”**
- ❖ **Is this a good needs statement?**



# OBJECTIVES AND OUTCOMES WHAT ARE YOU GOING TO DO?

- Who
- What
- When
- How Much
- How Measured



- Behaviors
- Conditions
- Criteria

<http://scholar.google.com/>

<http://healthypeople.gov/2020/>

## CRITERIA FOR S.M.A.R.T. OUTCOMES

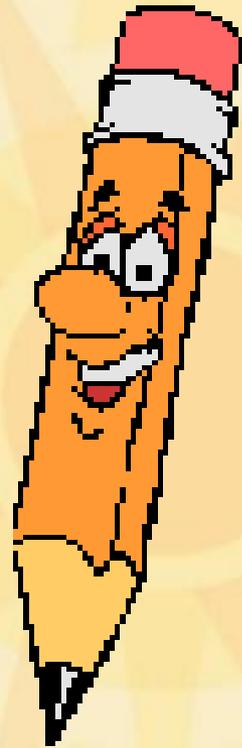
**Specific:** Clear and definite terms describing the ability, knowledge, values and performance

**Measurable:** Feasible to get data that is accurate, reliable and accessible in more than one way

**Aggressive/Attainable:** The outcome has the potential to move the project unit forward

**Results-oriented:** Describe what standards are expected from participants

**Time-bound:** Describe a specific time period for accomplishing the outcome



# REMINDERS & REVIEW

<http://www.youtube.com/watch?v=QXBAjbmUCWc&feature=fvwrel>



# METHODS

## PROGRAM PLAN → TIMELINE

- Program description
- Participants: how many, target population, how recruited ...
- Program delivery: schedule, how, where...
- Resources: Use of staff, materials, supplies...
- Beginning / ending dates - timeline



# TELL US YOUR METHODS!

- **Activities**
- **Steps**
- **Action Plan**
- **Procedures**
- **Strategies**

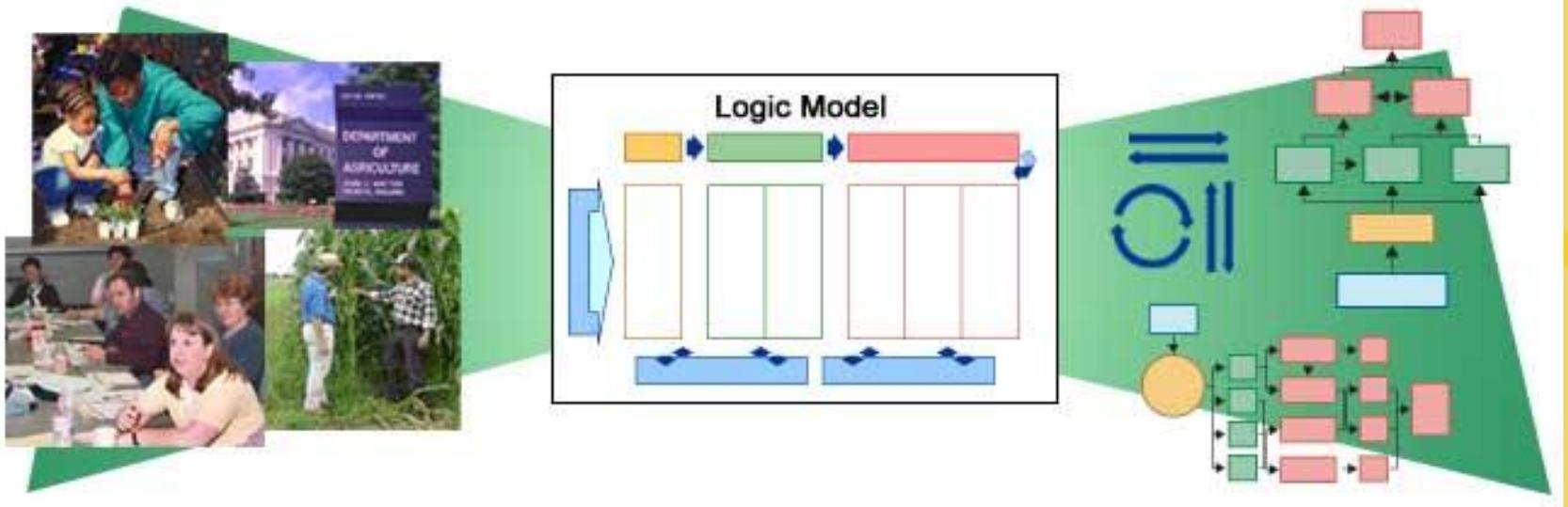


# EVALUATION

## HOW YOU KNOW OBJECTIVES WERE MET?

- Quantity & Quality
- Science-based, Evidence-Based
- **Impact & Outcome: Were stated objectives achieved and was the program the reason for success?**
- Process: Were methods consistent with the plan and were activities effective for the program?
- “Personal Impact”: letters, pictures, articles...

# OUTCOME MEASUREMENT PLAN



Logic Model

# PROGRAM MAINTENANCE & FUTURE FUNDING

- Will project extend beyond grant period?
- Will project maintain or expand?
- What are nonrecurring & recurring costs?

## Options:

- General Operating
- Fees
- Sustaining Grants
- Third-party payers

# BUDGET

<b>Item</b>	<b>Requested</b>	<b>In-Kind</b>
Personnel / Staffing		
Facilities / Space		
Materials / Supplies		
Administrative		
Contract Services		
<b>Direct / Indirect Costs</b>		

# **A FEW FORMATTING & STYLE NOTES.....**

- **Use a standard font style and size.**
- **Be clear and concise. ☒academics, jargon...**
- **No wordiness: no passive voice, redundant phrases, excessive adjectives, etc.**
- **Use spell and grammar checks.**
- **Use bulleting, tables, pictures, graphics, etc.**
- **Citations when appropriate.**
- **Organize the information – bold, headings,...**

# THE GRANTMAKER

- **RFPs**
- **Application Form**
- **Letter of Inquiry**
- **Foundation, Corporations, & Gov. Entities**
- **Grants vs. Reimbursable Contracts**
- **Funding Requests vs. Sponsorships (events)**
- **Who makes the decision?**

# Cover Letter

## “Make a Good Impression”

### State Your Purpose



- Be positive
- Be brief
- Be Be committed

Identify your organization, how much requested, and for what purpose.

Request by Board of Directors on letterhead.

# A Few More Resources

- <http://www.ed.gov/programs/rsarecreation/index.htm>  
!
- <http://www.dhss.delaware.gov/dhss/rfp/dhssrfp.htm>
- <http://www.grants.gov/>
- [http://kids.delaware.gov/mss/mss\\_rfps.shtml](http://kids.delaware.gov/mss/mss_rfps.shtml)
- Check sites for Sen. Tom Carper and Christopher Coons

## What Else?

- Resources: Directories, Internet, U of D, Foundation Ctr, Fundraising Professionals, AFP.
- Partnerships, collaborations
- Board Involvement / Personal Solicitation.
- Marketing Your Request.
- Recognizing the “Gift”
- Follow-up

**Go get it!**





**THANK YOU**