

Grant Writing Refresher

4 steps to writing successful grant proposals and securing
funding for your mission

Jenna Kashou, Grantwriter

Today's Targets

- * Know where to look for project funding and understand how to determine if funders are a good fit
- * Clearly define and communicate your program's goals, outcomes and evaluation methods
- * Craft a compelling narrative that pulls at the heartstrings of funders

1. Research

* guidestar.org

* foundationcenter.org

* wifoundations.org

* Download 990s, see assets, sample giving, giving priorities

The screenshot shows a web browser displaying the profile of The Lynde and Harry Bradley Foundation, Inc. on the Foundation Directory Online website. The browser's address bar shows the URL: fdo.foundationcenter.org/grantmaker-profile?collection=grantmakers&name=Bradley%20foundation&state=Wisconsin&zip_code=&Submit=Search&ke.... The website header includes navigation links: HOME, HELP, ACCOUNT, MY FDO, FEEDBACK, SUBSCRIBE, LOG IN, and CHAT NOW. The main content area features the "FOUNDATION DIRECTORY ONLINE" logo, a "Free" badge, and a "A service of the FOUNDATION CENTER" tagline. Below the logo are search options: "Power Search", "Search Grantmakers", "Search Companies", "Search Grants", and "Search 990s". A search bar contains the text "Search Form" and "Search Results", with a "Grantmaker Record" link and "Previous Record | Next Record" navigation. The profile title is "The Lynde and Harry Bradley Foundation, Inc.". Below the title are tabs for "Profile", "Search Grants", "Map Grants", "Chart Grants", "News", "Social Media", and "Publications". The "Profile" tab is active, showing a "Profile" section with a "Last Updated: 6/11/2013" timestamp. The profile is divided into three columns: "Jump To" (a list of links: Background, Purpose and Activities, Program Area(s), Fields of Interest, Financial Data, Online Communications @, Donor(s) @, Economic Crisis Information @, Limitations @, Geographic Focus @), "At A Glance" (contact information: 1241 N. Franklin Pl., Milwaukee, WI 53202-2901, Telephone: (414) 291-9915, Contact: Daniel P. Schmidt, V.P., Progs., Fax: (414) 291-9991, URL: <http://www.bradleyfdn.org>), and "Financial Data" (Type of Grantmaker: Independent foundation; Financial Data: (yr. ended 2011-12-31) Assets: \$578,681,220, Total giving: \$34,948,522). A large orange arrow graphic on the right side of the profile contains the text: "Think this grantmaker profile is full of great information? Wait and see what happens once you push this button."

2. Organize!

- * Set up a grants calendar to track deadlines and contacts
- * Gather required attachments (Board list, Audit, 990, IRS determination letter, letters of support - consolidate into a sheet of quotes)
- * Outline narrative
- * Use the Logic Model to show how program activities contribute to outcomes that produce impacts
- * Know your audience - gov't, private or corporate foundation

The Logic Model

Program: _____ (name) _____ Logic Model
 Situation: _____

Think of this as a one-sheet
 explanation of your entire program

Inputs	Outputs		Outcomes -- Impact		
	Activities	Participation	Short	Medium	Long
What we invest	What we do	Who we serve	Use quantifiable data - be prepared to show your evaluation methods (i.e. surveys)	Crucial for evaluation of your program	
	See this link for further explanation of the logic model				

Assumptions

External Factors

3. Cut through the Jargon

* Goal - abstract, similar to mission

= Provide opportunities that enhance the quality of life for children and adults with disabilities

* Objective - concrete - how you will accomplish your goals (who, what when)

= Create 3 new programs for 50 people in 2014

* Outcome - expected change, past tense

= Enhanced quality of life and independence

* Indicators - measurable characteristic or change that represents achievement of the outcome.

= Fewer people enrolled in assistance programs, decreased sales in specialty equipment

* Evaluation - how you measure your project's success (qualitative and quantitative)

= Surveys, anecdotes from program participants, enrollment in programs

More Common Terms

- * **Program** – An organized set of services designed to achieve specific outcomes for a specified population that will continue beyond the grant period.
- * **Project** – A planned undertaking or organized set of services designed to achieve specific outcomes
- * **Methodology** – A sequence of activities needed to accomplish the program objectives.
- * **Outcomes** – The changes in (or benefits achieved by) clients due to their participation in program activities including changes to knowledge, skills, values, behavior, condition or status.
- * **Indicator** – The observable, measurable characteristic or change that represents achievement of the outcome.

4. Crafting a Compelling Narrative

- * Any good narrative has a beginning, middle and end
- * Hit our heartstrings with sensory details
- * Highlight success stories, people served
- * Set the scene to put situation into context
- * Use action verbs and active voice as much as possible: Achieve, Propel, Strengthen, Launch, Support

Today's Takeaways

- * Start well before the deadline to avoid technology pitfalls
- * Read the directions fully before you begin and before you submit
- * Be sure to answer the questions fully and succinctly
- * Diversifying your funding sources is crucial!

Questions?

- * Jenna Kashou
- * jlkashou@gmail.com
- * milwaukeegrantwriter.com
- * UWM School of Continuing Education additional courses

