



**WHAT'S  
NEXT  
EKY?!**

connect. collaborate. celebrate.

# WHAT'S NEXT EKY?! COMMUNITY CONNECTIONS

## Writing Grant Proposals

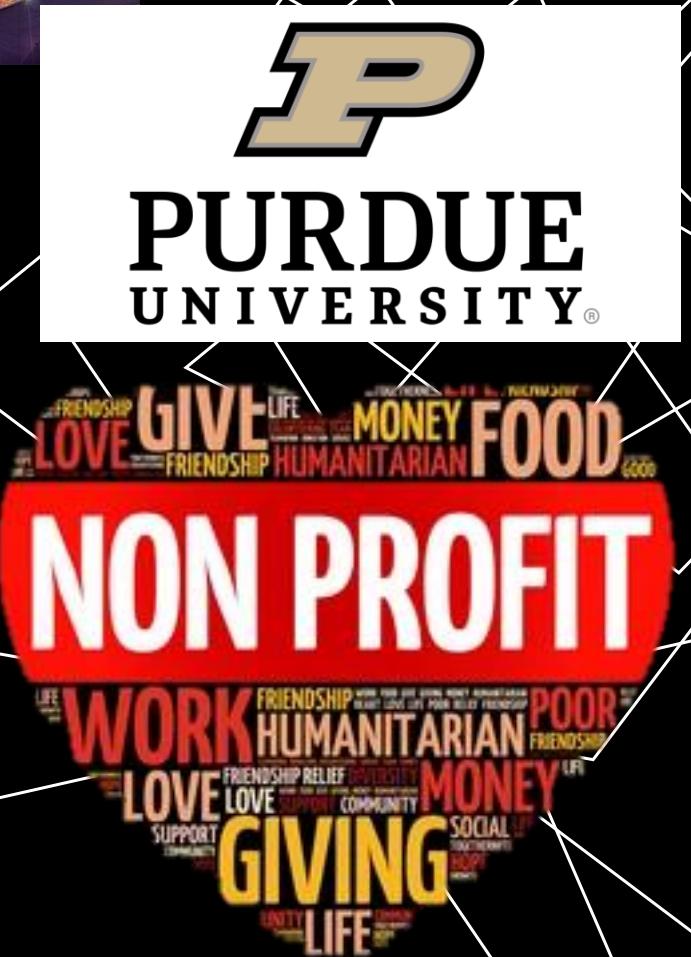
A Virtual Workshop with Jennie Reister

First and foremost, **THANK YOU** for taking the time to attend this workshop today!

Your expertise, dedication, and passion for helping people and communities is inspiring and humbling.

# WHO I AM: THE HIGHLIGHT REEL

- Lives in Indianapolis, Indiana (about 10 minutes from the Indy 500 Speedway)
- Graduated from Purdue University and St. Mary-of-the-Woods College
- Working in non-profit for 20 years
- Professional experience with nearly all parts of non-profit organizations including direct service, administration, community partnerships, and executive leadership
- Worked with organizations from start-up projects to national, multimillion dollar programs
- Love what I do and love helping people

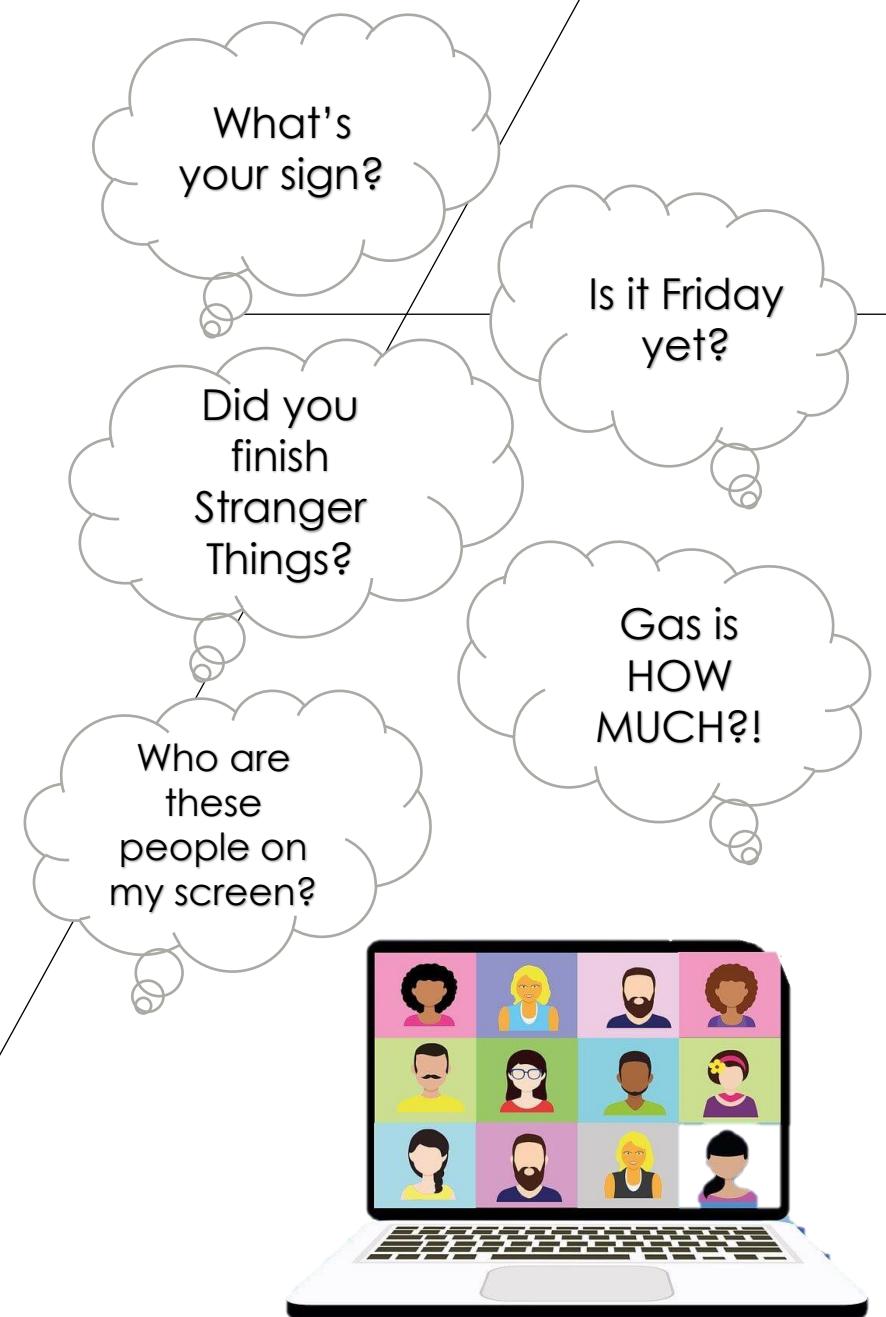


# **ACCESSIBILITY**

This presentation format has been modified for virtual audiences to be more accessible for participants with low vision.

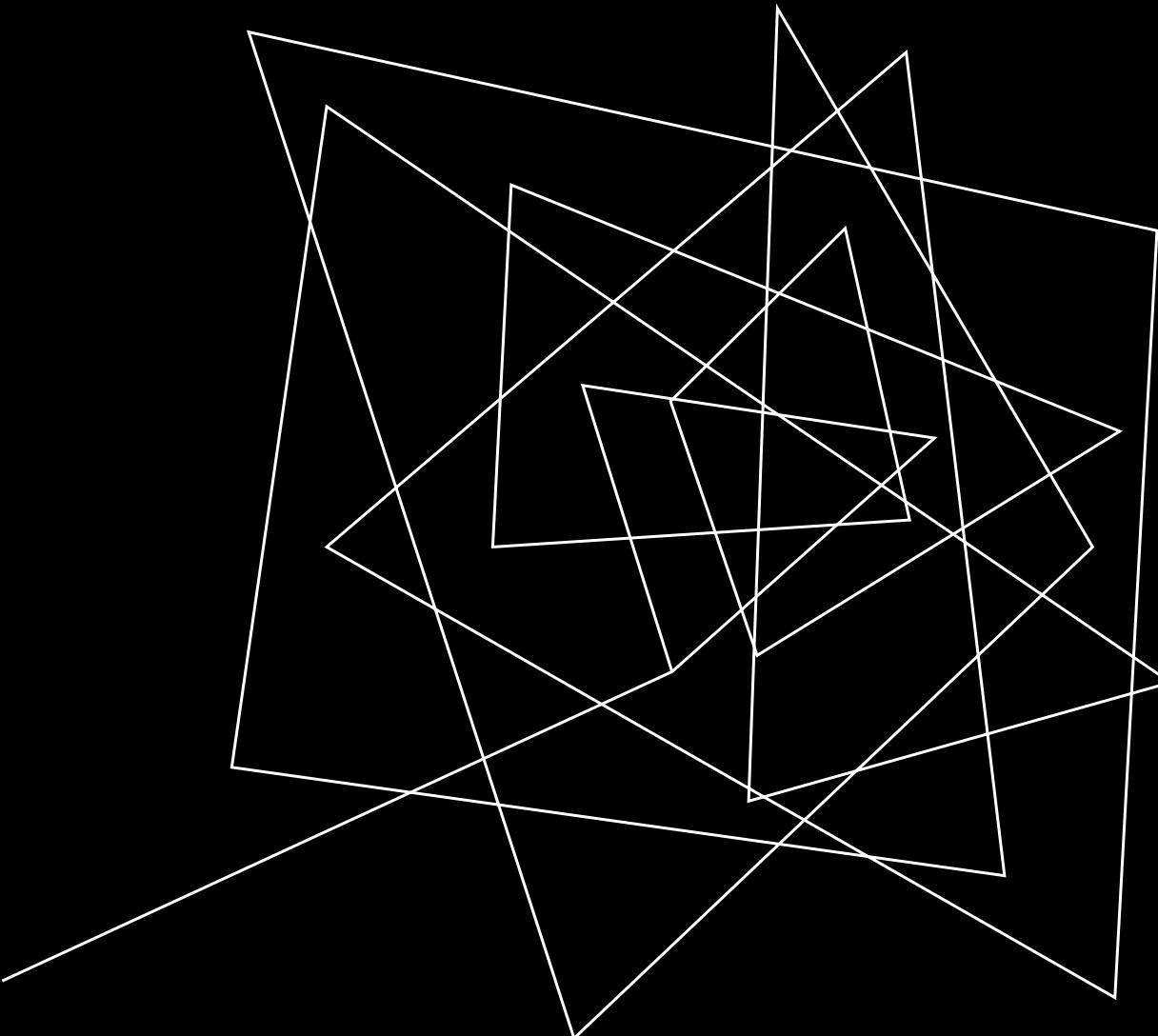
# WHO IS IN THE ROOM?

- Please drop your organization and location in the chat box
- Please answer the following two questions as the polls show up on your screen

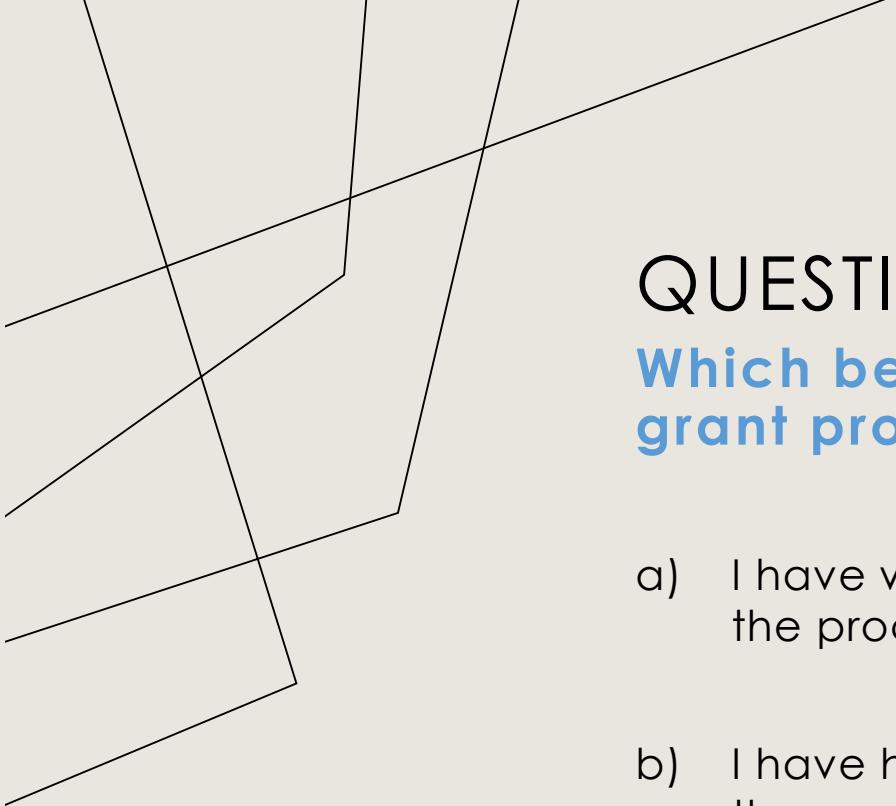


# QUESTION #1:

**Which best describes your organization?**



- a) We provide direct services to vulnerable people in our community (examples: food pantry, shelter, housing)
- b) We strive to improve conditions in our community to benefit residents (examples: improving green spaces, libraries, beautification efforts)
- c) We are a convening or intermediary organization to benefit people or communities (example: coalition, taskforce, network)
- d) None of the above



## QUESTION #2:

**Which best describes your personal experience with grant proposal writing?**

- a) I have written grants on my own before and feel highly comfortable with the process.
- b) I have helped others write grants and feel reasonably comfortable with the process.
- c) I have never written a grant but have worked with them in other capacities (reporting, research, finance, etc.) in which I feel reasonable comfortable.
- d) The idea of grants gives me nightmares and I do not feel comfortable with any part of them.



# THE MILLION DOLLAR QUESTION

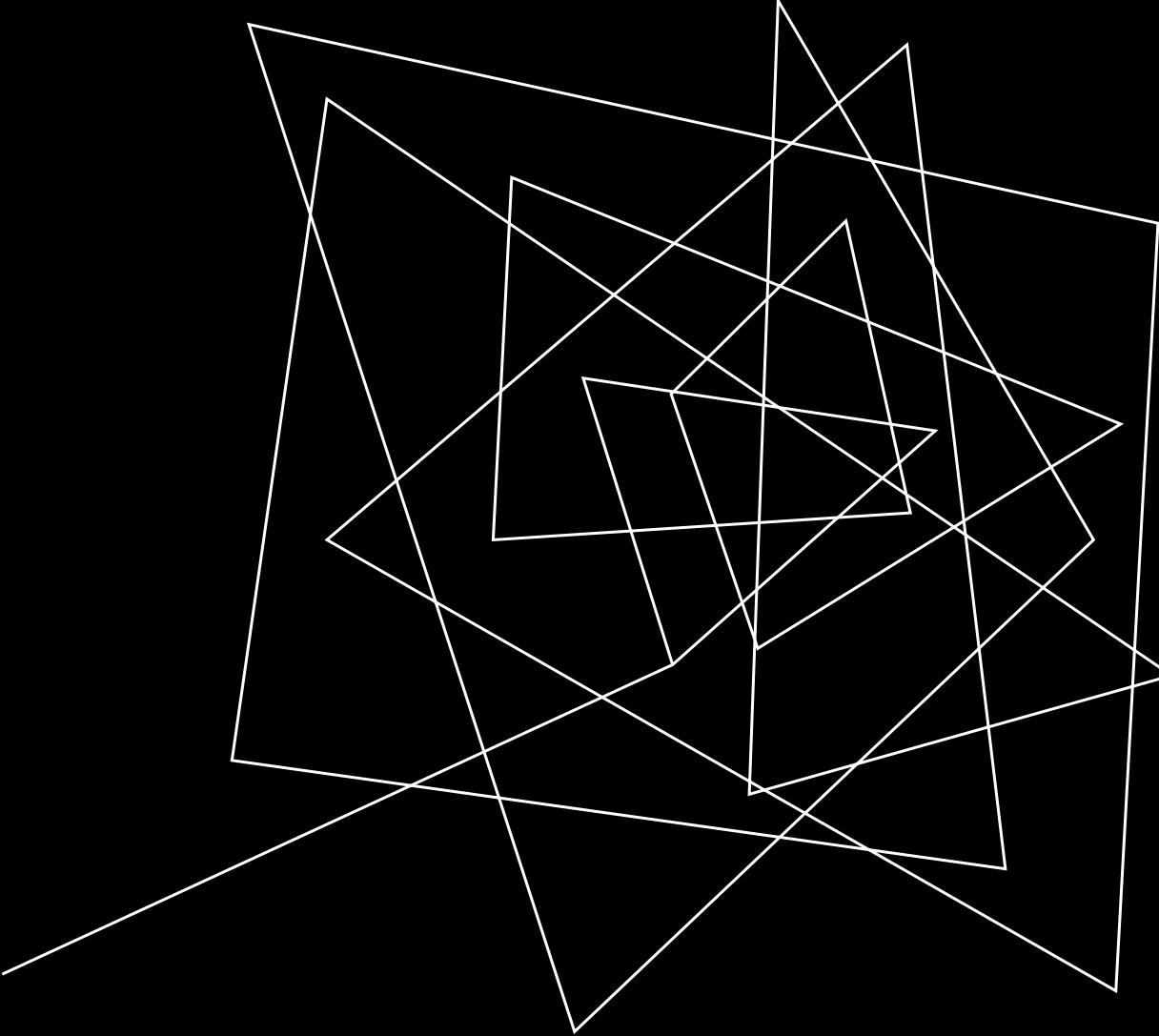
Will this workshop make  
me a grant writing  
expert?



# AGENDA

1. Types of Grant Funding
2. Proposal Writing Preparation
3. Common Proposal Elements
4. General Tips for Successful Grant Writing

If you have questions during the workshop,  
please feel free to ask – I love questions!

A complex arrangement of white lines forming various geometric shapes like triangles and rectangles, some overlapping, against a black background.

# **TYPES OF GRANT FUNDING**

## FOUNDATION GRANTS

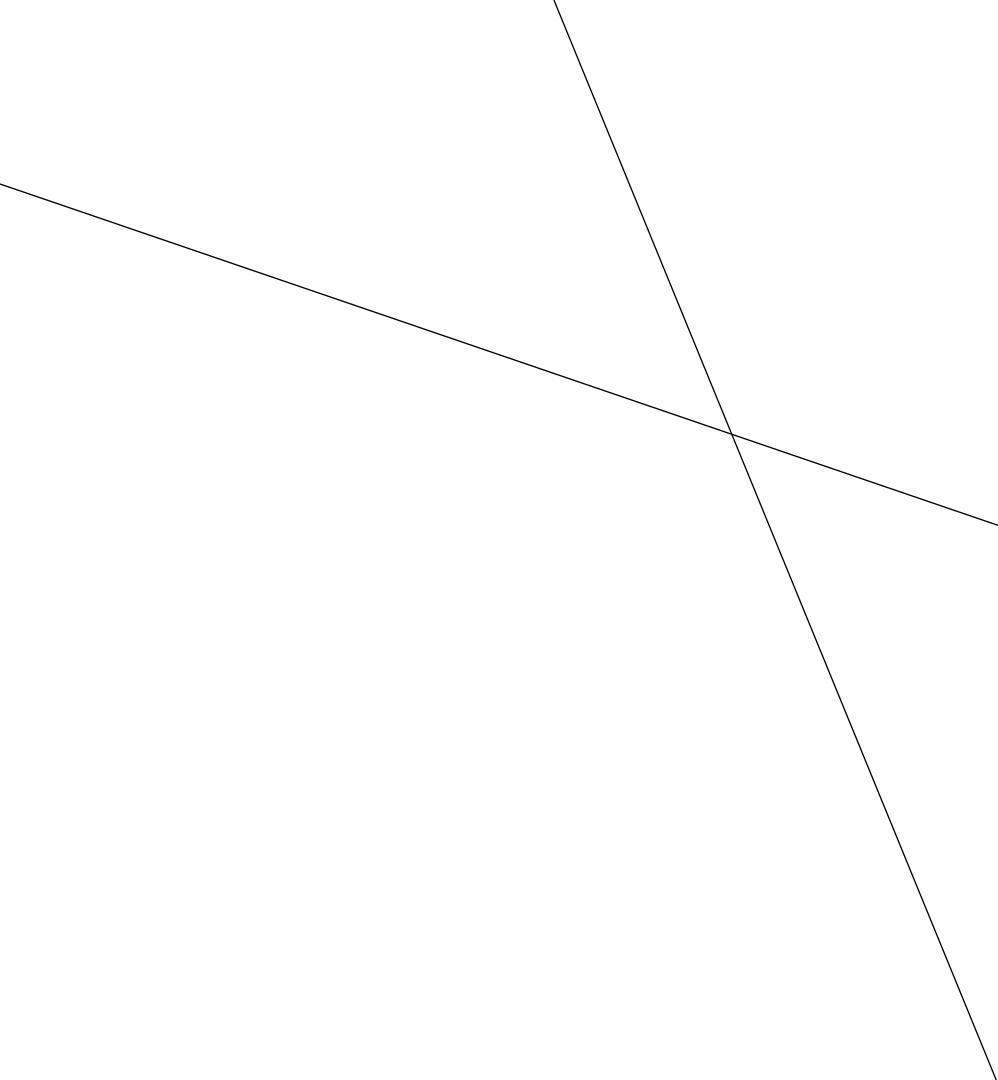
- Funded and managed by a private foundation which may be run by an individual, family, company, or charity
- Typically require a Letter of Intent or formal application process
- Some require an invitation to apply for an award
- Applications are usually shorter (3-8 pages) and straightforward
- Often offer one-year or one-time awards to organizations that fall within the foundation's primary focus areas
- Most foundation grants are between \$500 and \$75,000 although there are larger foundation grants available in some areas
- Most require minimal reporting or no reporting at all

# GOVERNMENT GRANTS

- Funds for these grants are supplied by local, state, or federal governments
- The government entity will typically release a formal solicitation with specific details
- Wide awards ranging from \$25,000 to several million dollars depending on individual grant parameters
- Partnerships are very common and often required for these opportunities
- Applications are very detailed and lengthy (usually 45-75 pages for all materials)
- If awarded, detailed reports will be due either monthly, quarterly, or semi-annually for the duration of the grant cycle

## UNSOLICITED GRANTS

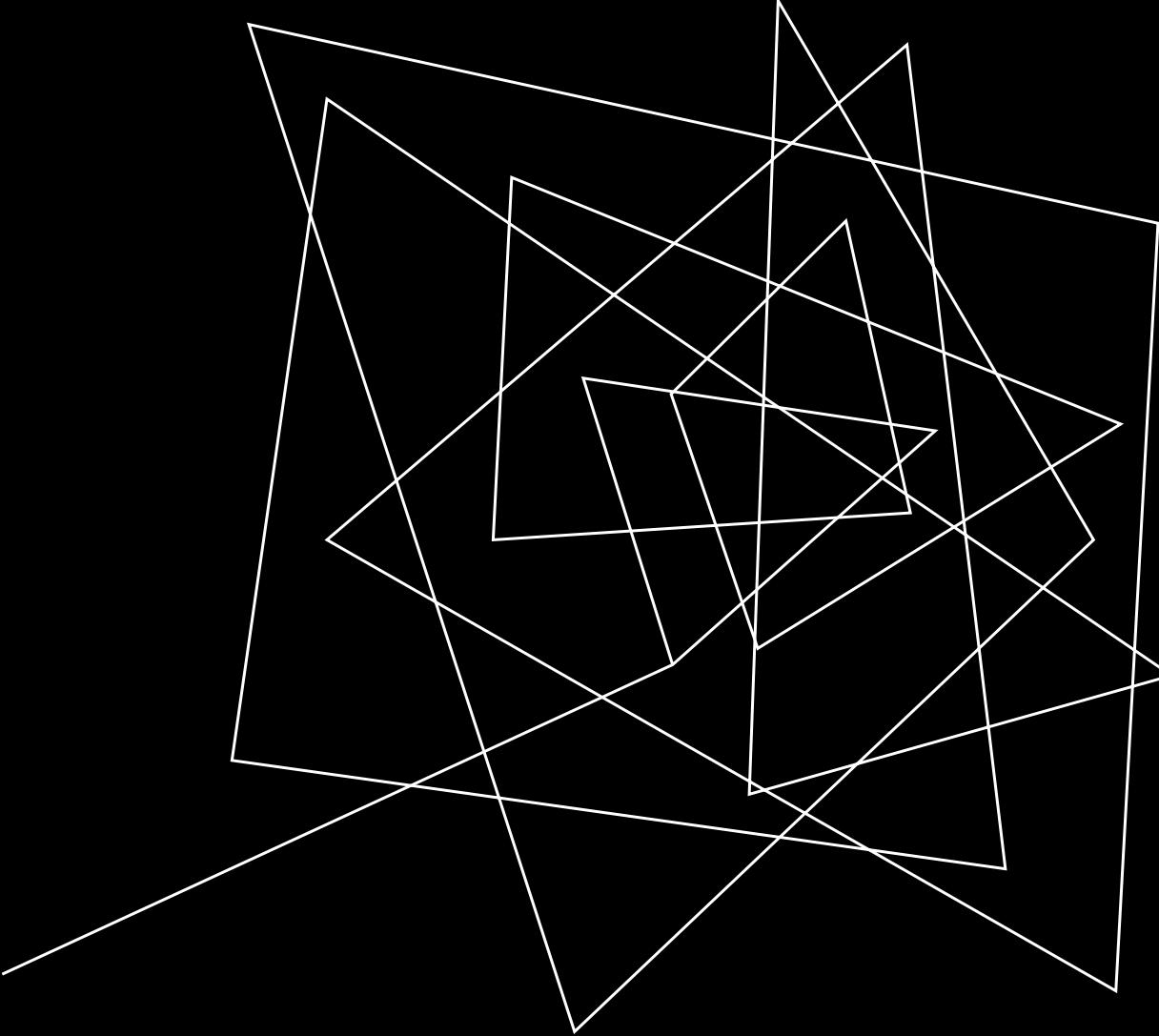
- These are grant awards that a foundation, charitable trust or endowment provides without an application process, meeting, or other solicitation
- These awards generally originate from people who have a personal connection to an organization or the staff
- Many of these grants come from Donor-Advised Funds (DAFs) managed by large financial entities such as Charles Schwab or Fidelity – many community foundation manage DAFs for donors as well such as the Foundation for Appalachian Kentucky and Blue Grass Community Foundation
- Some of these awards may be anonymous with no additional information provided



## QUESTION:

**Which of the grant types do you receive currently or have in the past?**

- a) Foundation
- b) Government
- c) Unsolicited
- d) All three types
- e) Two types
- f) None/Not Sure

A complex arrangement of white lines forming various geometric shapes like triangles and rectangles, some overlapping, against a black background.

# PROPOSAL WRITING PREPARATION

## OPPORTUNITY REVIEW

- If possible, always have at least one other person read the eligibility materials or guidelines
- Read **all information** about eligibility guidelines, focus areas, deadlines, and reporting requirements
- Always have a broad list of what projects or initiatives need funding to make it easier to
- Discuss the opportunity with others on your team:
  - Do we meet the eligibility requirements?
  - Do we fit the funding priorities?
  - Do our current programs or offerings fit the opportunity?
  - Do we need a partner?
  - Can we produce a quality proposal before the deadline?
  - Can we meet the reporting requirements?
  - Do we have the capacity to meet the financial obligations?
  - Who else has this grantor funded recently? (hint: look at their 990!)

# BRAINSTORMING

- Things to Consider When Brainstorming Your Proposal:
  - What needs are most urgent?
  - Which project best fits within the priorities of the funder?
  - Can we connect this project with our larger mission and show strong alignment with the funder's priorities?
  - Do we already have a template for this need from a previous application?
- Select the project/initiative that you think is a good match for the funding opportunity
- Create a task list with deadlines and person responsible (if applicable) for each part of the application to ensure your submission is done on time
- Schedule time to meet with others working on the application and/or who will be impacted by a potential award to sync up priorities, questions, and goals

## GATHER NECESSARY ITEMS

- Review the solicitation guidelines and make sure you have all the required attachments/materials available before you start writing the proposal
- Some pieces may require time to obtain so you will need to know if you are missing a piece
- Commonly required documents include:
  - IRS Determination Letter of tax-exempt status
  - Annual organization budget
  - List of board members and affiliations
  - Key staff names and titles
  - Audited financial statements
  - 990
  - Annual Report
  - Program/project budget

**Keep it simple.  
Keep it honest.  
Keep it real.**

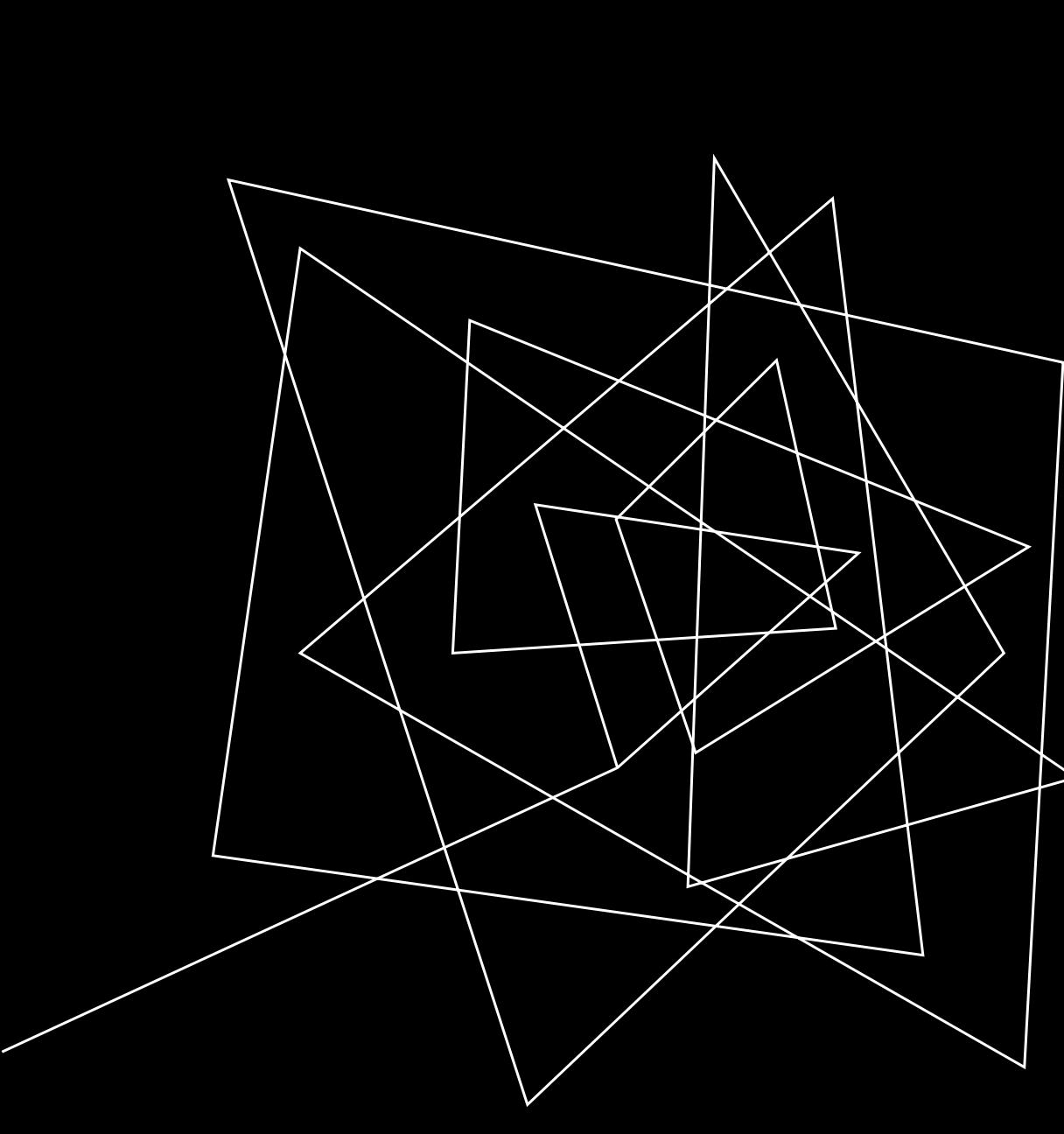
## **SOMETHING TO THINK ABOUT:**

**Not every grant opportunity is going to be a good fit for your organization.**

Given the learned scarcity among non-profits, it can be tempting to stretch your mission or programs to fit a funding opportunity. You may also be tempted to partner with an organization with whom you are not entirely comfortable.

Do a gut check and resist the temptation – other opportunities are out there.

Do not lose sight of your mission or your work to chase money – it can damage your organization and your passion.



**TIME TO  
WRITE:  
COMMON  
PROPOSAL  
ELEMENTS**

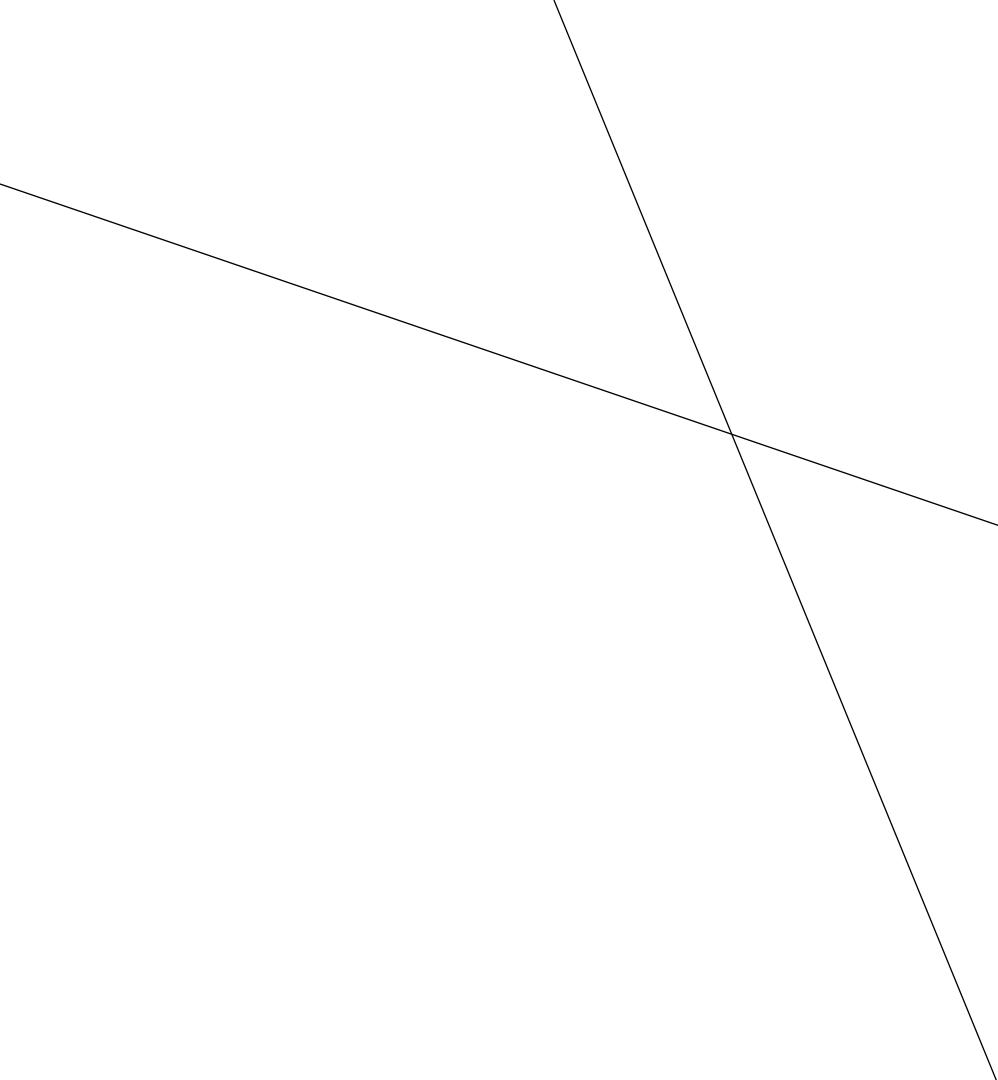
# A QUICK NOTE

- Many grant funders utilize online application portals that provide specific questions and boxes in which to answer them. They often have character/word count requirements.
- Other funders might require a written proposal in letter form to be submitted electronically or a hard copy sent via mail.
- The following slides will cover the most common sections of both written and online applications. **The sections may not always be in this order or titled the exact same for every funder**, but this provides information on what content is required for most proposals.

# PROPOSAL SUMMARY

- This section **succinctly** describes the proposed project, how it will advance our mission and how it connects to the funding priorities or mission of funder
- Typically, this should not be more than two paragraphs long and less than 500 words; occasionally you are permitted an entire page
- Write this part as if the reader is not going to review the rest of your proposal:
  - Who you are
  - What is needed
  - Why it is needed
  - How much it will cost
  - What it will accomplish

PRO TIP: Even though this is generally the first section of a proposal chronologically, it is much easier to write it last as it sums up the rest of your proposal!



## ORGANIZATION MISSION, HISTORY & PURPOSE

- This should establish your **credibility** within your field and funder's focus area(s)
- This section should include a clear declaration of your organization's mission statement as well as organizational values and vision (if applicable)
- This section briefly describes your agency's history such as year founded, important benchmarks, expertise, quotes from users and community support.

PRO TIP: Once you have this section completed, you should be able to use it for multiple applications! This information rarely changes and only needs occasional updates.



## STATEMENT OF NEED\*

\*may be called “description of problem” or something similar

This section should describe:

- **Why** you need what you are requesting
- **What** will happen if the project is not available,
- **Relevant history/statistics** related to the problem(s)
- How **your project will address the problem.**

Successful sections will contain the following five elements:

- 1) The current situation requiring action
- 2) The significance of the situation and problem(s) it creates
- 3) Factors causing or contributing to the situation
- 4) Description of who is impacted by the situation
- 5) Potential outcomes if the situation is not addressed

## PROJECT DESCRIPTION

- This section answers the question “**How are we planning to address the problem we described to you?**”
- A successful project description should incorporate the following elements:
  - 1) A clear **project name**
  - 2) Identification of a **focus audience**
  - 3) Description of **specific activities** including brief examples of past efforts
  - 4) How this project **directly impacts** the need you described
  - 5) A **timeline** for the project
  - 6) How the project/program **fits** with the funder’s priorities
  - 7) How you are **uniquely qualified** to deliver the project/program successfully

**PRO TIP:** This is one of the most important parts of your proposal – you should spend the bulk of your writing time on this section

## DESCRIBING IMPACT

- This section describes how your project will **benefit** the focus audience or area, the funder's mission and your mission.
  - **Goal:** what we are trying to achieve generally by addressing the problem described (i.e. “Our project seeks to reduce barriers to support by identifying and cultivating new outreach avenues.”)
  - **Objectives:** what we will look for to observe progress toward the goal (i.e. “A 20% increase in knowledge of resources in underserved communities as measured by pre/post testing.”)
  - **Deliverables:** specific and quantifiable activities or things produced toward outcomes (i.e. “By January 4, we will add 15 new partners as a result of networking events.)

Specific

S

G

Measurable

M

O

Attainable

A

A

Relevant

R

L

Time-bound

T

S

What exactly are you trying to achieve?

How will you know when you've achieved it?

Is it genuinely possible to achieve it?

Does it contribute to your agency's revenue growth?

When do you want to achieve this by?

# LET'S TALK GOALS

## **How Many Goals Do I Need?**

It is extremely rare to need more than one or two goals for a project.

## **What Exactly Is A Goal?**

Your goal is the big thing you are trying to accomplish. It is really about the ultimate impact or outcome that you hope to bring about.

## **How Do I Make My Goals Stand Out?**

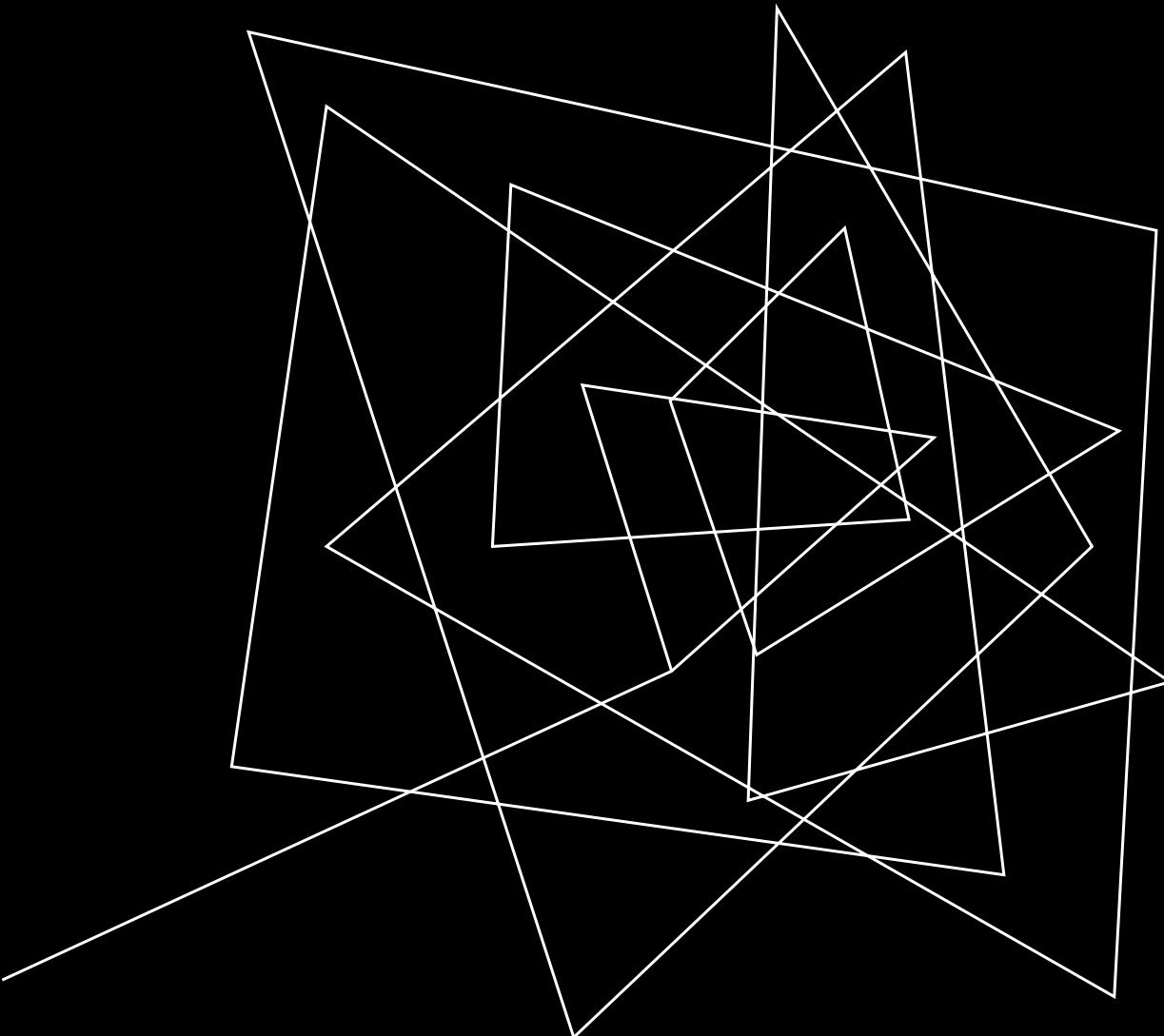
To increase your chances of standing out to a funder, try using terms such as deliver, develop, establish, expand, improve, produce, provide, and reduce.

# Community Table, Inc.

This non-profit organization is dedicated to maintaining, improving, and creating outdoor dining areas in local parks. They focus on accessibility, safety, and inclusive spaces as well as promoting outdoor eating as a community-building activity.



*\*this is a fake non-profit; any resemblance to an actual non-profit is coincidence*



## Which of these is an example of a goal statement?

(there is only one – it's not a trick!)

- a) We will build 15 new outdoor tables in the next twelve months.
- b) We will promote the safety, accessibility, and usage of our local outdoor dining areas as a community-building tool.
- c) In addition to adding to the total number of outdoor tables, we will increase the number of child-safe options.
- d) None of our current outdoor tables are handicap accessible and we receive frequent feedback on this issue.

# OBJECTIVES\*

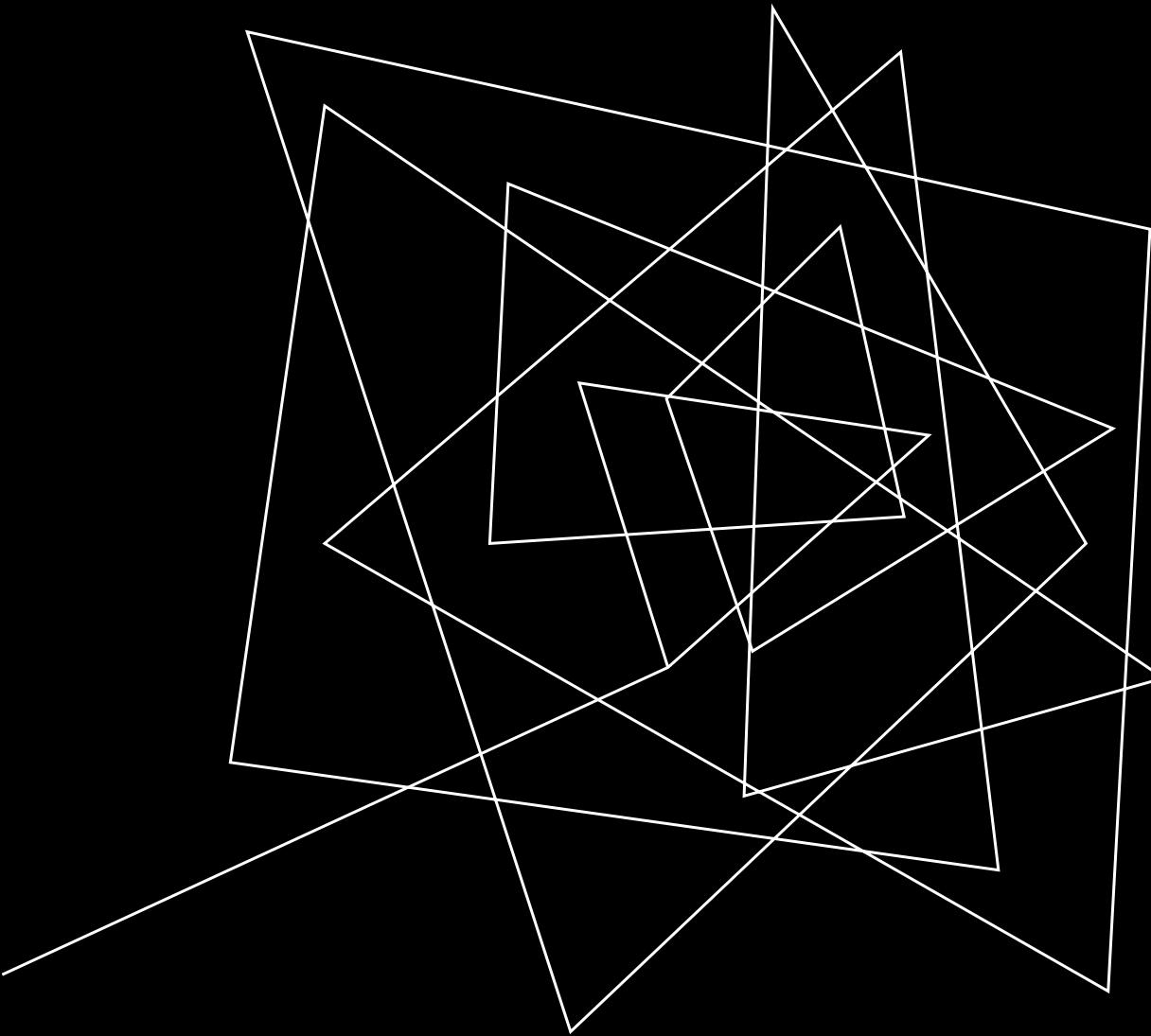
\*also called outcomes

- There are two common types of objectives:
  - 1) **Process:** describes task/activity with a specific start and end
  - 2) **Impact:** describe the future impact your project will have if funded
- Quality objectives should describe:
  - 1) What are you going to do to accomplish your goals
  - 2) Be stated in action terms (increase, decrease)
  - 3) Define the population/area to be served
  - 4) Be measurable and include a basic timeframe

# DELIVERABLES\*

\*also called outputs

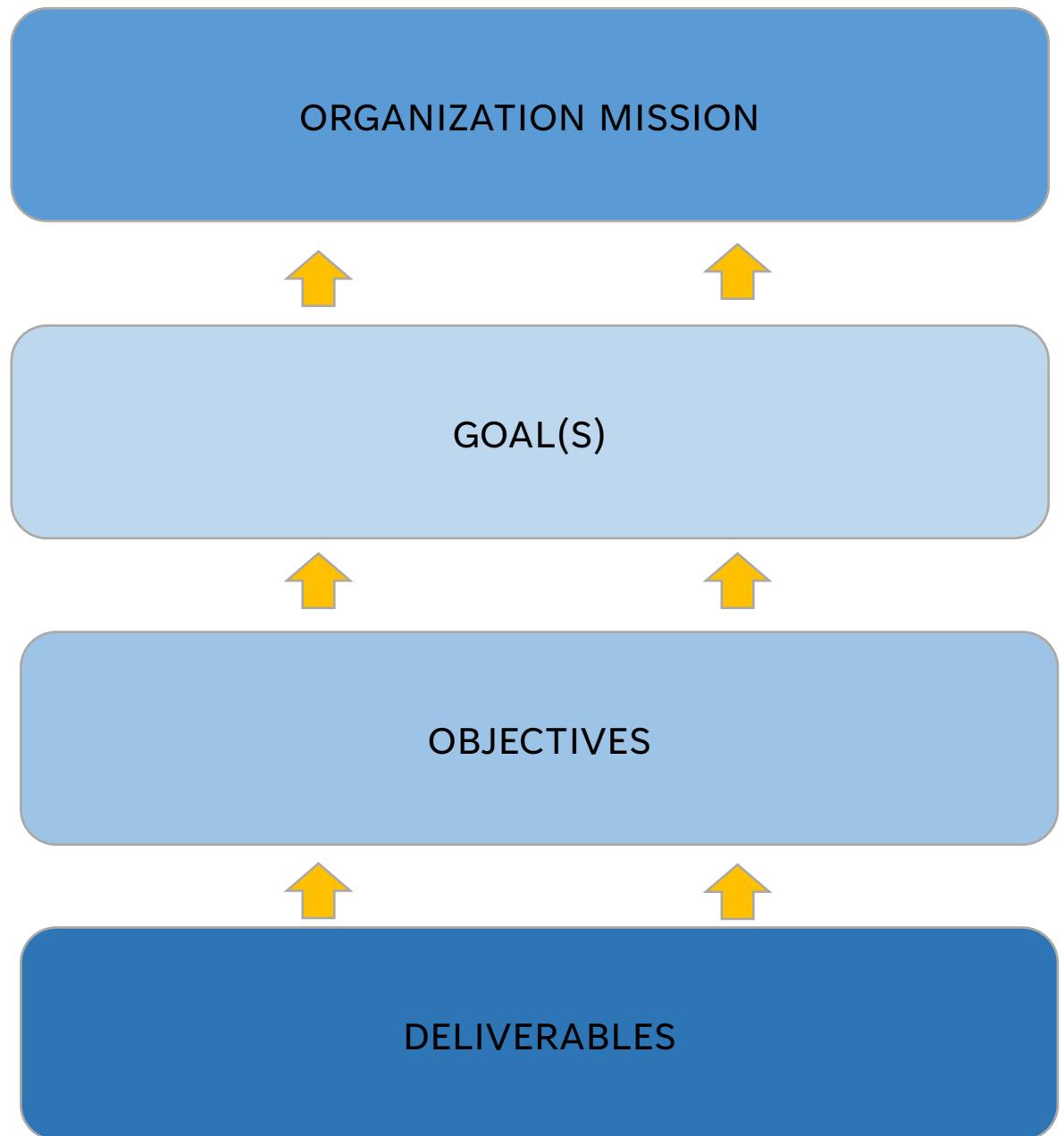
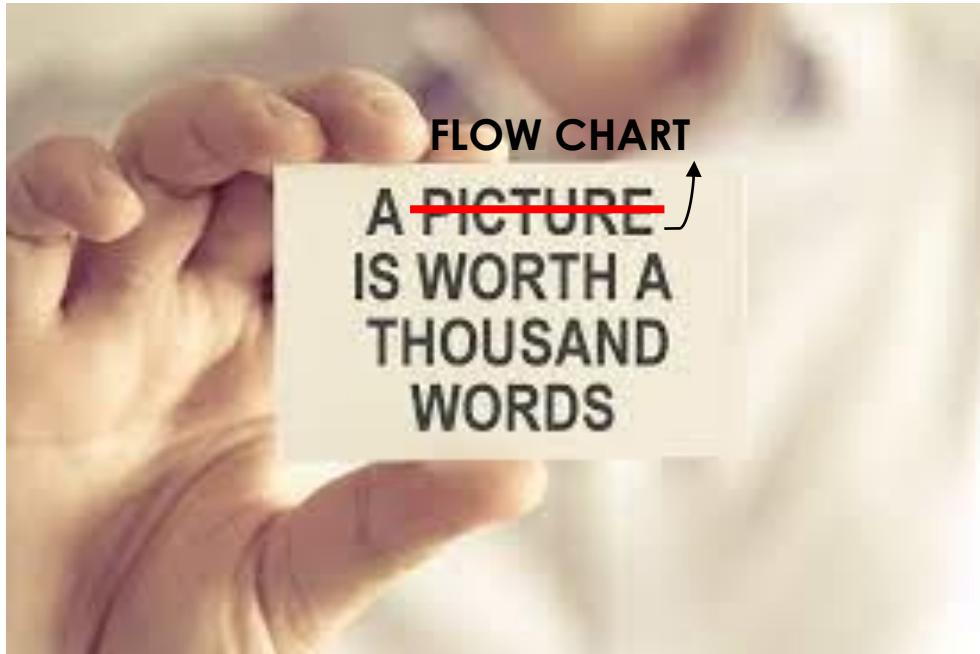
- Many funders no longer require specific inclusion of deliverables or outputs – these are usually covered as activities in the project description
- Some funders will ask for a description of these items within the timeline
- However, some funders still request details on items produced as a result of the project in the goals section of a proposal
- Deliverables/outputs are items that support your objectives that can be quantified, and time limited such as:
  - Purchase of equipment
  - Completion of capital projects
  - Marketing/PR items
  - Hosting training events
  - Number of surveys completed



# Which of these is an example of an objective and which is a deliverable?

(there is one of each)

- a) Our project will have impact in our community for years to come.
- b) We will make outdoor dining a priority for the people living in our town.
- c) We will install 5 new accessible picnic tables at the parks with highest usage rates by July 30, 2023.
- d) During this grant period, we will increase the usage of at least 4 outdoor dining areas in the county as measured by the online reservation system.



# PROJECT EVALUATION

This section establishes the **accountability** to assure the funder of your commitment to quality and follow-through on your project.

- This section should incorporate the following elements:
  - How will we determine if the project was a success?
  - How often is the project being monitored?
  - Who is monitoring it and what are their credentials to do it?
  - What will we do with the successes and lessons learned from this project to further our work or future projects?
- This section may not be required or may be included as part of the project description depending on the funder

## BUDGET & SUSTAINABILITY

- If a budget is required, it should demonstrate **consistency** between your project, methods and outcomes by only containing items that pertain to the project as proposed.
- Be sure to review non-allowable expenses within the solicitation
- If the funder has a budget template, you should always use that for submission
- If using your own template, the budget should be in spreadsheet form, easy to comprehend and show both line items and totals.
- Most foundation funders only require simple budgets while most government grants require highly detailed budgets

## BUDGET & SUSTAINABILITY

- This section should describe the **cost, financial security and other funders (if applicable)** of your proposed project
- This section should incorporate the following elements:
  - The total cost of the project The amount of our request from the funder
  - The percentage of the total costs their award would constitute
  - Other committed funders to the project (if applicable)
- A sustainability plan is an overview of how you plan to raise the remainder of funds or sustain the program if it is ongoing
  - Brief list of current income sources (donations, grants, events, etc.)
  - Brief overview of pending grant applications for project
  - If the program is ongoing, briefly describe past funding streams that will likely be renewed at some point

## Project Title: JA INSIGHTS EXPANSION

Project Period: 24 Months



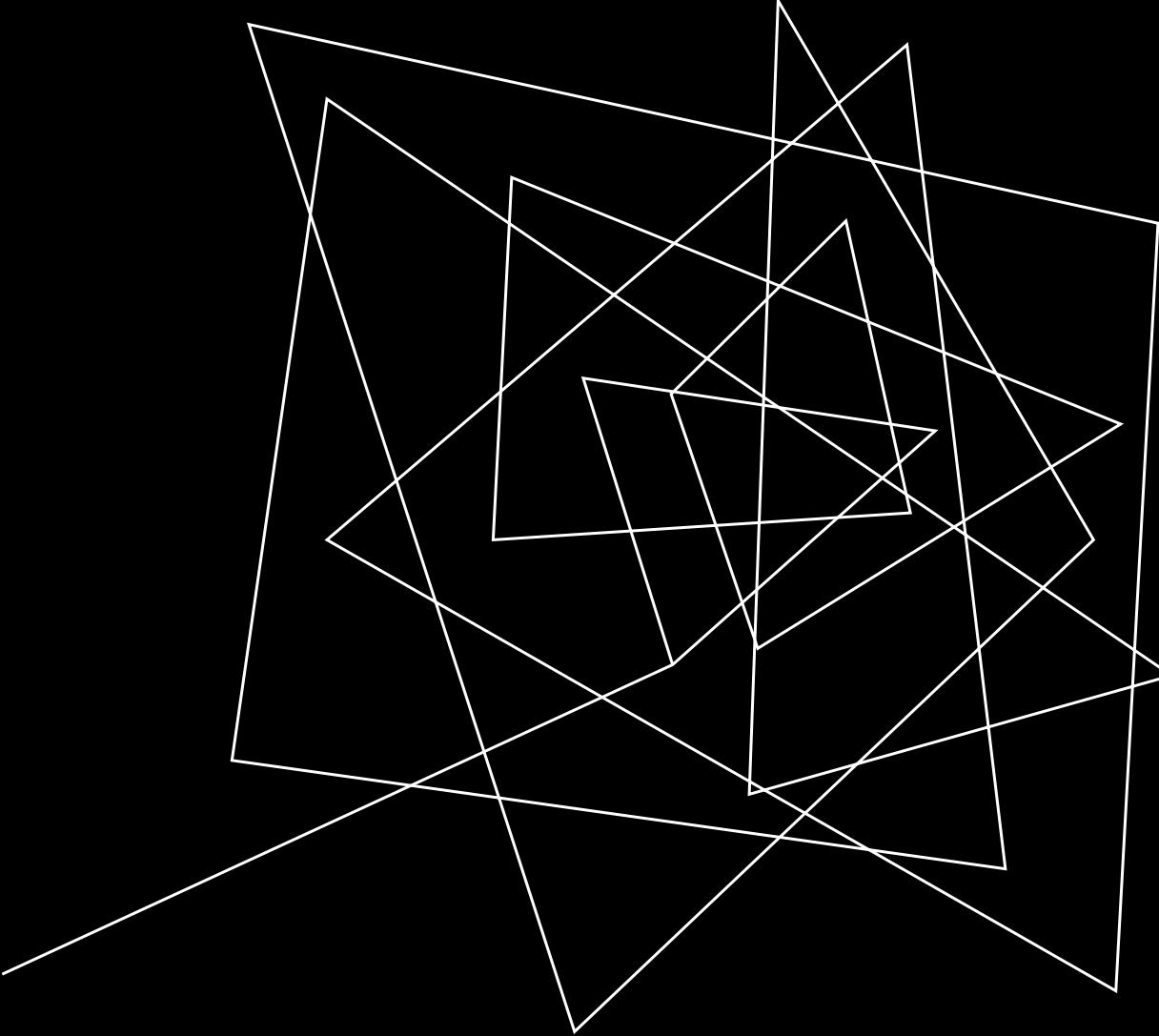
This is a real budget  
that I created and used  
in successful grant  
applications.

Staff Hourly Rate*	\$100
Indirect Rate	10%
Margin Mark-Up	30%

\*includes benefits and FICA

Line item Description	Direct Costs	Staff Hours	Staff Costs	Total Costs
<b>Section #1: Technology</b>				
Data Collection and Management Software	\$ 10,470	0	\$ -	\$ 10,470
Productivity Software and Hardware	\$ 1,400	0	\$ -	\$ 1,400
Website Hosting Costs	\$ 3,000	0	\$ -	\$ 3,000
ClickDimension Software	\$ 12,600	0	\$ -	\$ 12,600
<b>Section #2: Arthritis Foundation Staff Time</b>				
Mission Delivery Team (Patient Engagement, JA/Young Adult Initiatives staff)	\$ -	1000	\$ 100,000	\$ 100,000
Scientific Strategy Team	\$ -	300	\$ 30,000	\$ 30,000
Volunteer Partnerships & Engagement Team	\$ -	200	\$ 20,000	\$ 20,000
Technology Resources Team	\$ -	600	\$ 60,000	\$ 60,000
Marketing/Communications Team	\$ -	575	\$ 57,500	\$ 57,500
Field Staff (38 markets nationwide)	\$ -	1000	\$ 100,000	\$ 100,000
<b>Section #3: Other Project Costs</b>				
Marketing materials (videos, online promotion, paid advertisements)	\$ 30,000	0	\$ -	\$ 30,000
Translation of final assessment into Spanish	\$ 5,000	0	\$ -	\$ 5,000
Marketing materials specific to Spanish language assessment	\$ 15,000	0	\$ -	\$ 15,000
Adverra Fees (Institutional Review Board for updates and annual renewal)	\$ 5,000	0	\$ -	\$ 5,000
Dartmouth College contract (data quality/integrity, analysis, etc. assistance)	\$ 22,000	0	\$ -	\$ 22,000
<b>Sub-total</b>	<b>\$ 104,470</b>	<b>3,675</b>	<b>\$ 367,500</b>	<b>\$471,970</b>
Indirect costs (10%)				\$ 47,197
<b>Grand Total</b>				<b>\$519,167</b>

\*above budget represents projected costs for 24 month JA INSIGHTS Expansion project only; it does not include costs associated with managing the general INSIGHTS assessment project



# **GENERAL TIPS FOR SUCCESSFUL GRANT WRITING**

# HOW DO I FIND PROSPECTIVE GRANT FUNDERS?

- Most family foundations do not have a website – they operate via e-mail and regular mail with no advertising or promotion of their available funds
- There are paid subscription services where you can search foundations by criteria and geographic locations including:
  - Foundation Directory Online (FDO)
  - GrantWatch
  - GrantStation
- Most state government grant opportunities can be found at [https://kydlgweb.ky.gov/StateGrants/16\\_StateGrantsHome.cfm](https://kydlgweb.ky.gov/StateGrants/16_StateGrantsHome.cfm)
- Most federal grant opportunities can be found at <https://www.grants.gov/>

# HOW DO I FIND PROSPECTIVE GRANT FUNDERS?

Many businesses have foundations, grants or corporate responsibility giving programs; these are usually easy applications for smaller grants focused on community initiatives and events – examples of larger businesses with these types of programs are below:

Wal-Mart  
Whole Foods

Publix  
Meijer

TJX Foundation (TJ Maxx, Marshalls, Homegoods, etc.)

AllState

Verizon/Round Room

Time Warner

CarMax

Kohl's

Starbucks

PRO TIP: A great project for a volunteer is to research and develop a list of businesses operating in your area or region to see what their giving parameters might be and if you align with them –this can almost always be found on the business website!

# HOW DO I FIND PROSPECTIVE GRANT FUNDERS?

There are likely several clubs and organizations in your organizations who have charitable giving budgets or grant processes – below are some examples:

Rotary Clubs

Elks/Moose/Eagles Lodges

Veterans of Foreign War (VFW)

American Legion

Kiwanis Club

Local fraternities or sororities

Hospitals

Local chapters of unions or professional organizations

SERTOMA

Urban League

Chamber of Commerce

PRO TIP: A great project for a volunteer is to research and develop a list of local clubs and organizations in your area!

## PREPARE FOR REJECTION

- Most grant applications are declined entirely or awarded at a lesser amount –this is the nature of grant funding
- This likely has nothing to do with your proposal quality or project importance –funders simply have limited dollars to give or pre-selected recipients
- If you are rejected and the funder allows it, ask for feedback to improve your proposal
- This is especially true the first time you apply to a new potential funder –persistence is the key!

## GRATITUDE & ENGAGEMENT

Regardless of outcome, funders should be recognized as part of **relationship cultivation and community stewardship**.

- Send a thank you note regardless of proposal outcome
- Thank them for their time and everything they do to help your community
- If they are a new prospect, ask if they'd like to meet with you to learn more about your organization before you apply
- If awarded funds, thank them publicly

This is an **investment in the future** of your relationship with the funder.

PRO TIP: Set up Google alerts for all your foundations so you can learn of their accomplishments and congratulate them

# THE TWO SECRETS OF GRANT WRITING

- 1) Every person who writes grants re-uses proposals
  - Be sure to verify that your formatting meets funder standards even if content is the same.
  - Read over the application before submitting to ensure it remains accurate and relevant.
- 1) This is the big one: **You learn how to write grants by writing grants.**  
Skill building sessions will help you develop your talents:
  - <https://learning.candid.org/> (most webinars are free)
  - <https://www.nonprofitready.org/> (totally free)
  - [www.eventbrite.com](http://www.eventbrite.com) (links to local grant writing in your area if available)
  - Non-Profit Learning Community (email Ketaki at [ketaki@mtassociation.org](mailto:ketaki@mtassociation.org) for more information!)

QUESTIONS,  
COMMENTS,  
THOUGHTS,  
FEELINGS?

where  
WHY whose  
How WHAT when  
What HOW  
hat Whe  
re WHE  
where WHO  
at How  
where  
WHERE whose  
ow Wheh

**THANKS FOR  
BEING  
AWESOME**

## PRESENTER INFORMATION

Jennie Reister

Reister Non-Profit Solutions

[jennifer.reister@gmail.com](mailto:jennifer.reister@gmail.com)

LinkedIn: <https://www.linkedin.com/in/jennifer-reister/>