

01

Grants + Grant Writing

Date: July 24, 2020

Objectives

- #1 - You will learn about foundation world.
- #2 - You will learn how to prepare for grant writing.
- #3 - You will learn where to find grants.
- #4 - You will learn about types of questions asked.
- #5 - You will learn how to best answer funders' questions.



Granting World

FACT #1: THE NUMBERS

There are over 86,000+ grant funders out there giving out billions of dollars. Despite the available dollars, grant funding is till competitive.

FACT #2: THE IMPACT

Foundations are looking for trust worthy organizations that can make and illustrate an impact.

FACT #3: THE EMOTIONAL RESPONSE

Giving money is emotional and the more they can trust you and the more compelling your story is, the more likely they will fund your project and/or organization.

PRIVATE FOUNDATIONS

Examples of Private Foundations include Family Foundations and Corporate Foundations. Their source of funds come from Families, Endowments, and/or Business Holdings. Examples of corporate foundations include Wells Fargo/Bank of America. Examples of Private Foundations include the Gates Foundation

PUBLIC FOUNDATIONS

Public Foundations derive their funding from the public through donations, etc. Examples of Public Foundations are BHT Foundation.

GOVERNMENT FUNDERS

Grant funding is available at most levels of government. Examples of Federal Support include State Department. Examples of State Funding Include Arts Commissions. Examples of City Based Funding include DC's Constituencies Offices.

Types of Granting Institutions

Are You Prepared?

Grant Funding Takes Time,
Energy, and Preparation!



Preparing.....

MARKETING PLATFORMS

All foundations will do some research on you. If they googled you, what would they find?

DOCUMENT DRAW

Attachments, Attachments, and More Attachments.

PROGRAM / PROJECT INFORMATION

Do you have all the information necessary to articulate your request. All too often, non-profits know they need money, but they don't all the details worked out.

WHEN THEY RESEARCH YOU WHAT WILL THEY FIND?

WEBSITE

- #1 - Is your website professional looking?
- #2 - Is your website easy to navigate?
- #3 - Are there any broken links?
- #4 - Is your website updated in a timely manner?
- #5 - Does your website have testimonials?
- #6 - Does your website have information about your programs/project?
- #7 - Is there any press about you and is it on your website?

SOCIAL MEDIA

- #1 - Is your profile completely filled out
- #2 - Are you consistently posting
- #3 - Does your audience engage with you on social

DOCUMENT DRAW

CORPORATE PAPERWORK

- #1 - Articles of Incorporate
- #2 - Bylaws
- #3 - IRS Tax Determination Letter
- #4 - Board List

ORGANIZATIONAL PAPERWORK

- #1 - Mission / Vision Statement
- #2 - Organizational Goals
- #3 - Case Statement
- #4 - Staff Resumes
- #5 - Program Information
- #6 - Awards, Accolades
- #7 - Press Clippings
- #8 - Letters of Support

FINANCIAL PAPERWORK

- #1 - Financial Statements (P/L, Etc)
- #2 - Tax Filings - 990s
- #3 - Organization Budget
- #4 - Project Budget



THE NEED

Have you clearly demonstrated that there is a need for your organization, program, and/or project?

TARGET AUDIENCE

Can you clearly describe your target audience?

EXECUTION

Do you have the tools and expertise to execute the program and/or project you are make the request for?

EVALUATION

How do you measure success and impact?

Funding Request

FOUNDATION CENTER

Foundation Center's stated mission is "to strengthen the social sector by advancing knowledge about philanthropy in the U.S. and around the world."

WEBSITE: <https://fconline.foundationcenter.org>

GOVERNMENT SOURCES

Federal - Federal Government - Grants.Gov

Virginia State - <https://www.governor.virginia.gov/constituent-services/grants/>

Maryland State - <https://grants.maryland.gov/Pages/home-page.aspx>

City - DC Office of Partnerships and Grants - <https://opgs.dc.gov/>

Grant Research

CORPORATE GRANTS

Most Corporate Foundations can be found on the Foundation Center's Directory

CREATE A PLAN

RESEARCH - READ THE ENTIRE ANNOUNCEMENT!

- #1 - Read the eligibility requirements
- #2 - Read the reporting requirements
- #3 - Read who they have given to in the past
- #4 - Look at past funding amounts
- #5 - Read about the foundation

MAKE SURE YOU ARE A GOOD FIT

CREATE A SPREADSHEET

- | | |
|---------------------------|-------------------------------|
| #1 - Organization Name | #5 - Amount of Grant |
| #2 - Application Due Date | #6 - Status of Application |
| #3 - Contact Information | #7 - Eligibility Requirements |
| #4 - Application Type | #8 - Application Requirements |

REMEMBER DUE DATES

Remember to keep due dates in mind!
The last thing you want to do is rush a grant through!!!

PROGRAM QUESTIONS

- #1 - What is your project? (All Details)
- #2 - Discuss what need you are addressing
- #3 - How did you arrive that there was a need
- #4 - Who is your target audience

ORGANIZATIONAL QUESTIONS

- #1 - What is Your Mission
- #2 - What is Your Vision
- #3 - What are your Organizational Goals
- #4 - What makes you different
- #5 - What is your management structure, staff, and volunteers

EVALUATION QUESTIONS

- #1 - How do you see your impact
- #2 - How do you evaluate / measure your impact
- #3 - How do you measure success
- #4 - What does success look like

Application Questions

BE PEPAEED!!!

QUICK GRANT CHECKLIST

- Program/Project Introduction/Summary
- Program/Project Objectives
- Program/Project Description
- Program/Project Timeline
- Program/Project Budget

When You Are Writing....

- Follow the directions!
- Tell a story instead of a mission
- Make it unique to you
- Highlight your strengths not your needs
- Use engaging and specific language
- Keep it short and sweet
- Write with the reviewer in mind

Special Tips

#1 - Write the application in word before you enter it online.

#2 - Do your attachments first.

#3- Have someone else look at your application before you submit it!

AND WHEN POSSIBLE...

Back it up w/ Data, Testimonials, Etc.

Approve + Declined

Congrats Your Approved! - If you are approved, the funder may have some reporting requirements. Reporting requirements can vary according to funder. Reporting requirements may include financial documentation, program evaluation, etc.

Sorry You Were Not Approved! - There could be many reasons why a funder may not approve your grant request. Do not hesitate to find out why. With most government funders, reviewers' comments may be available. Knowing why you were not approved will help you file a stronger application next time.

QUESTIONS

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