



Grant Writing

101

Quick Tips to
Get a Grip



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Yours Truly



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Preparation

Finding the Right FIT: Matching Your Project with the Right Funder/Opportunity

Funds Amount, restrictions, use

Intention Mission of sponsor, your goals,
project objectives

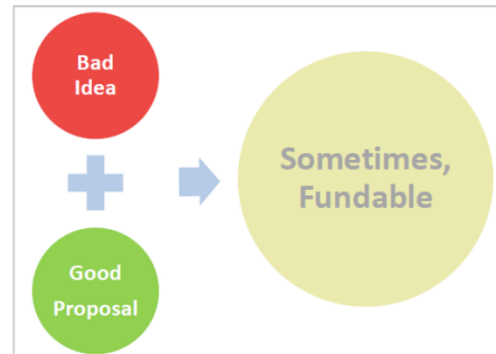
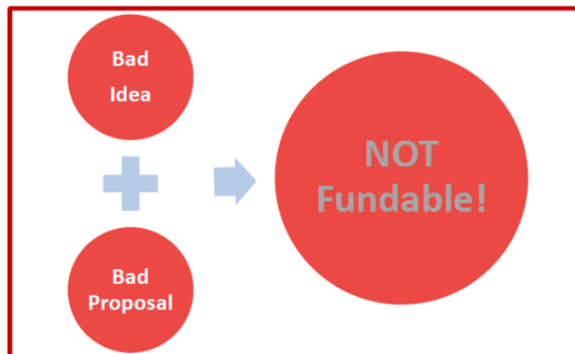
Timing When is the deadline?
What is the funding period?
When will payments come in?



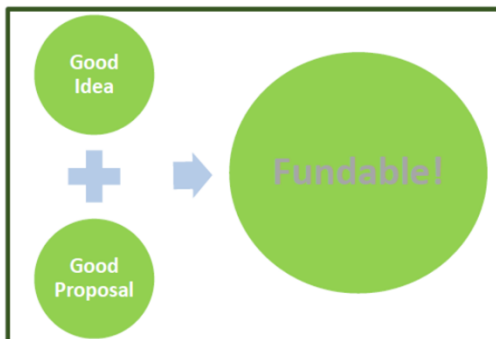
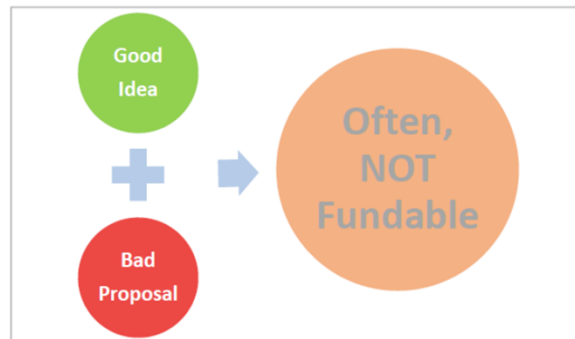
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Preparation

How Do I Know If My Project Is Fundable?



"There is no approach to grantsmanship that will turn a bad idea into a good one...but there are many ways to present a good idea as a bad one."
~William Raub, Former Deputy Director, NIH



Jackie Davis, MA, CRA 3/21/16



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Preparation

Are You Ready?

- Is your organization eligible to apply?
- Is your project supported by your organization's leadership, academic collaborators, community partners, etc.?
- Do you have signed Letters of Commitment from partners? (not support, commitment!)
- Do you have necessary organization and community data?



Preparation

Are You Ready?

Do you have all required financial, demographic, and statistical data and documents?

- IRS Tax Determination Letter
- Organization's Mission Statement
- Organization History and Scope
- List of Board of Trustees
- Organizational Budget, Audit documents



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TIP: Read the Sponsor's guidelines carefully and follow them exactly.

Every opportunity has
DIFFERENT priorities,
instructions, requirements,
deadlines, etc.



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Writing Your Grant Proposal

Parts of a Grant Proposal

- Executive Summary
- Statement of Need/Significance
- Project Description
- Project Budget
- Organizational Information
(Or not...)



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Executive Summary

- “Elevator Pitch”—summary of entire proposal
- Should be brief, thorough, and non-technical
- Essential points of each section
- Don’t be shy about the money
- Could stand alone. Possible that reviewers will decide based on this section
- Write this section last



Statement of Need

What community or organizational need does your project address? Who needs help?

What is the situation, program, or project?

Need/Evidence: What problem exists and how did it arise? What evidence (stats, studies, statements) documents the problem?

Who's at risk?: Who suffers because of this problem? How can you describe them (demographics, number, location)?

WHY is the problem important and WHO cares about it?



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Project Description

How (*specifically*) does your project meet the need or address/solve the problem?

- What happens during your project? When?
- Staff? Collaboration? Replicability?
- How will you evaluate the results? (Numbers!)
- Be specific and paint a picture



Goals and Objectives

Goals are:

Overarching principles
that guide decision
making;
Achievements and
aspirations

Objectives are:

S pecific
M easurable
A chievable
R ealistic
T ime-bound

Goals flow logically from your Statement of Need.
All Objectives support their Goal.



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Goals and Objectives—Example 1

Goal: Increase public understanding of types and benefits of residential renewable energy solutions

Objective 1: Mobilize kids, homeowners, farmers to support renewable energy

Objective 2: Engage people with information, handouts, and a website

Objective 3: Hold classes and workshops about renewable energy

Are these Objectives SMART?
(Specific, Measurable, Achievable, Realistic, Time-bound)



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Goals and Objectives--Example

Goal: Increase public understanding of types and benefits of residential renewable energy solutions

Objective 1: Develop coalition of one partner organization representing each of three key demographic groups (youth, homeowners, farmers) by January 1

Objective 2: Work with partners to develop educational approach and materials appropriate to each group by June 1

Objective 3: Hold a minimum of 2 public events targeting each group (minimum total audience of 100 persons in each group) by November 1

Goals flow logically from your Statement of Need.
All Objectives support their Goal.



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Approach/Methods/Timeline

Timeline	2015		2016			2017	
[Project Name]	Aug- Dec	Jan- May	Jun- Jul	Aug- Dec	Jan- Apr	May- Aug	
Phase 1.							
Phase 2.							
Phase 3.							
Phase 4.							
Phase 5.							

- How will your project progress over the grant period?
- Describe activities in detail-- a recipe or roadmap
- Develop a time and task chart



Evaluation/Contingency Plan

How will you evaluate the success of your project and demonstrate it to your funder?

How will you track data?

- Quantitative/Qualitative
- Forms
- People

Plan B: What happens if things don't go as you planned/outlined in your proposal?



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Organization Information

Your goal: Demonstrate that you are reputable and capable of carrying out the project successfully.

- History in the community
- Relationship to project audience, clientele, beneficiaries
- Facilities and services
- Team and qualifications



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Qualifications of Personnel

Your goal: Demonstrate that you are reputable and capable of carrying out the project successfully.

- Who will carry out the project/do the work?
- What makes them qualified?
- Why is yours the best team to solve this problem?
- Highlight successes and track record
- Summarize—cite only what is relevant



Sustainability Plan

- Is the project finite or ongoing?
- How can it become self-sustainable?
- Will other funders like it?



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Appendices

- IRS Tax Determination Letter
- Financial documents
- Board and staff
- Supporting materials (maps, demographics, CVs/resumés)
- Letters of Recommendation vs. Letters of Support vs. Letters of Commitment
- Additional materials (videos, brochures, media)



Budget and Justification



- Relate budget to objectives
- Think **CATEGORICALLY**
- What would be **IDEAL**?
- What is absolutely **NECESSARY**?

If it's in budget, it should be in narrative = If it's in the narrative, it should be in the budget.



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Detailed Budget

		Proposal Request	In-kind/Other Funder	Total Costs
Personnel	Project Director: 50%			
	(50% x \$20,000)	10,000		10,000
	Assistant 1: 75%			
	(75% x \$10,000)	7,500		7,500
	Assistant 2: 50%			
	(50% x \$10,000)	5,000		5,000
Fringe	FICA, Health, Pension, LTD			
	(20% of requested wages)		4,500	4,500
Equipment	Gadgets			
	(10 x \$500)		5,000	5,000
	Gizmos			
	(10 x \$100)		1,000	1,000
	Doohickeys			
	(10 x \$200)	2,000		2,000
Travel	(1,000 mi. x \$0.44/mi.)	400	40	440
Space	Rent			
	(50% x 1,000)		500	500
	Utilities			
	(50% x 200)	100		100
TOTAL PROJECT COST		25,000	11,040	36,040



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Narrative Budget

Personnel. The Project Director earns \$100/hr, working 10 hrs/day for 20 days. Two Assistants are paid \$10/hr and will work 5 hrs/day for 20 days.

Project Director	\$20,000
<u>Assistant I & AssistantII</u>	<u>\$2,000</u>
Total Personnel	\$22,000



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Budget Justification

- Budget Justification \neq Budget Narrative
- Adds credibility to the project narrative
- Relates project budget to objectives



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More Golden Rules

- It's the funder's money. **Do** what the guidelines say. **Don't** give reviewers a reason to put you in the "No" pile.
- Think (and write) like a reviewer: clarity, organization, and "the fit."
- Anticipate the reviewer's questions and answer them.



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More Golden Rules

- If you have a question about a requirement, ASK the Program Officer.
- Your Budget: No surprises--EVER
No mistakes--EVER
- If your proposal is rejected, ask for feedback.



Golden Rules

Edit and Proofread



- Wait 1-2 days
- Use “intelligent outsiders” as readers
- Revise, rewrite, rearrange
- Reduce
- Read aloud



After the Submission: Funder Says “No”

- Don't take it personally (unless you should)
- Ask for feedback
- Ask about a future submission—remember the “fit”?
- Don't give up! Take a deep breath and look elsewhere



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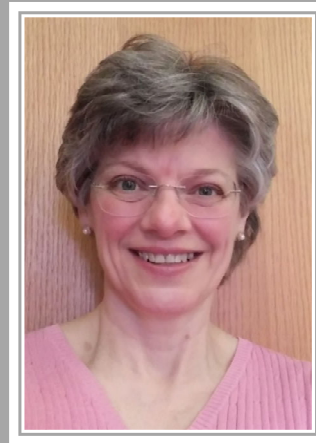
After the Submission: Funder Says “Yes”

- Send a thank you letter
- Keep your funding partner informed
- Keep your eyes on the next proposal



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Questions?



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