



WRITING BETTER GRANTS

Sandi Gotta

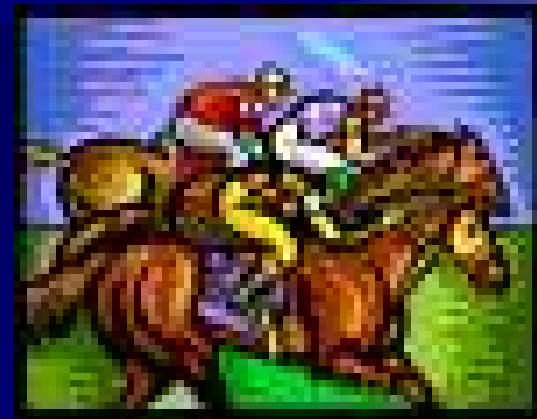
Nevada Division
of Conservation Districts

QUESTIONS TO ASK: ?????

- ☀ Are you ready?
- ☀ Is a grant the answer to your problem?
- ☀ Can you fulfill your obligations?
- ☀ Do you have partners on board?
- ☀ Who would you give *your* money to?

If so.....

Then Let's Go!



PREPARATION WORK

★ DEFINE YOUR PROJECT

- ★ Does the project fit within your Mission, Vision and Goals?
- ★ Is the end product identified within your Workplan or Strategic Plan?
- ★ Is the project within acceptable practices identified in the Nevada Revised Statutes?



PREPARATION WORK



- ★ Decide who will benefit. Those may include general public, low income families, other agencies, environment, wildlife, etc.
- ★ Define potential partners
- ★ Draft expected outcomes in measurable terms
- ★ Draft a timeline that includes planning, funding search, proposal writing, realistic implementation date



DETERMINE PROJECT GOALS

Determine goals and specific objectives that define how you will focus work to accomplish those goals:

Example:

Goal: To improve water quality by reducing erosion

- Remove noxious weeds from 2 miles of streambank and revegetate with native grasses and willow.
- Reduce erosive slopes to a 3:1 grade
- Install fencing for protection on 5 miles of stream
- Monitor erosion activity and plant regeneration success
- Educate the public by encouraging participation

IDENTIFY THE RIGHT FUNDING SOURCES

- ★ Foundation centers, state and federal agencies, computer databases, publications, public libraries, internet
- ★ Don't limit to one funding source – apply to *many* sources
- ★ Look for matches and similarities between your project and the potential grantor's purpose and goals.
- ★ Do your homework! – *Research* potential funding sources



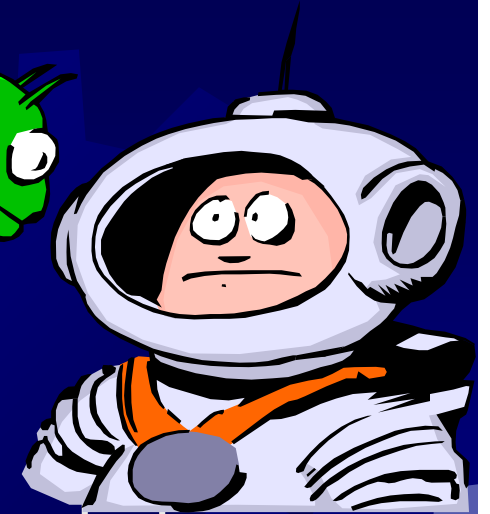
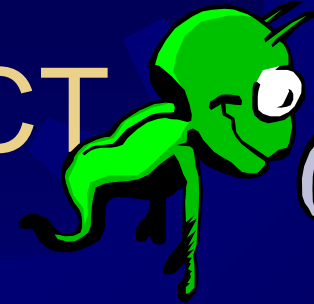
READ READ READ



- ★ Read ALL of the *Request For Proposals (RFP)*
- ★ Read it again
- ★ How will proposals will be ranked?
- ★ Research the grantee's Mission, Vision and Goals – identify how you can help ***them*** achieve ***their*** goals
- ★ Understand restrictions, timetables, reporting requirements
- ★ Clarify any questions you have



MAKING CONTACT



- ★ Get on the internet
- ★ Make a phone call-introduce yourself
- ★ Request a list of projects previously funded
- ★ Request a copy of the grantor's Annual Report
- ★ Inquire about the maximum/minimum funding amount available
- ★ What is the average size and funding range of grants awarded?
- ★ Does the grantor have other grant sources for which your project may be eligible?
- ★ How will proposals be ranked?

WRITING THE PROPOSAL

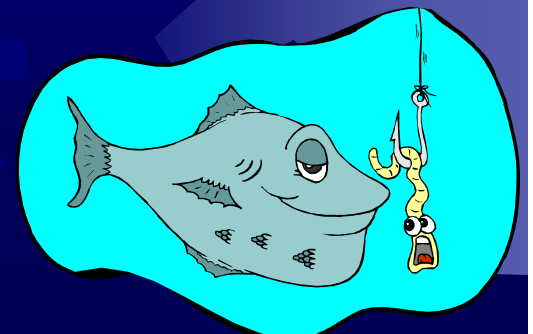
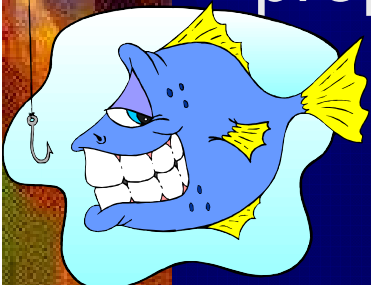
- ★ Use Correct Spelling and grammar and punctuation
- ★ Be brief and 'to the point'
- ★ Have someone outside the project and agency read the proposal
- ★ Be NEAT, COMPLETE and ON-TIME
- ★ ***Beware of acronyms!!!!***



HOOK 'EM!

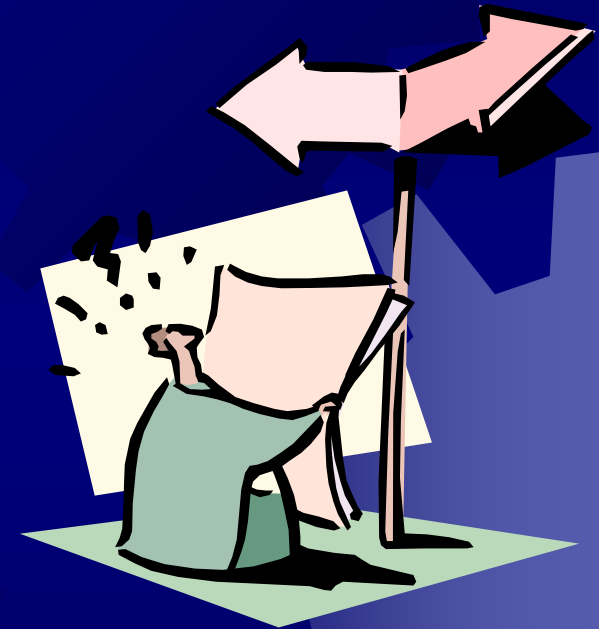


There are many ways to represent the same idea. However, the HOOK tailors the description of the idea to the interest of a particular funder. The HOOK aligns the project with the purpose and goals of the funding source. This is a critical aspect of any proposal narrative because it determines how compelling reviewers will perceive your proposal to be.



PROPOSAL GUIDELINES

- ★ Deadlines
- ★ Eligibility
- ★ Format: forms, margins, spacing, number of pages, font, etc.
- ★ Budgets
- ★ Number of copies or originals to submit



PROJECT BUDGET

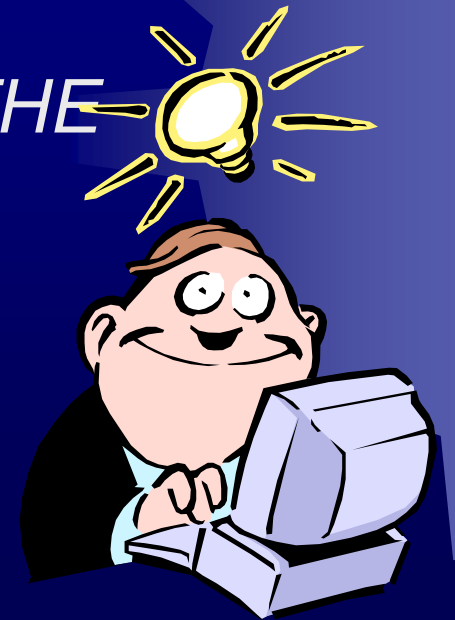
- ★ Be Reasonable
- ★ Identify required personnel by function or position
- ★ Overhead or indirect costs
- ★ Operating Costs:
 - Office Rent
 - Equipment
 - Office Supplies
 - Project Costs
 - Salaries, Fringe, Increases?
- ★ *Does the funder allow these costs? If not, can you afford to pay them?*



PROJECT BUDGET

- ★ Administrative Costs
- ★ Reimbursable expenses or pre-paid?
 - ★ Can you afford to expend funds prior to reimbursement?
- ★ Matching Costs:
 - ★ Cash
 - ★ In-Kind
- ★ *DOES THE BUDGET MATCH THE PROPOSAL?*
- ★ Wiggle Room

Well-planned budgets reflect carefully thought out projects.



OUTCOMES AND PERFORMANCE MEASURES

☀ Measuring Success

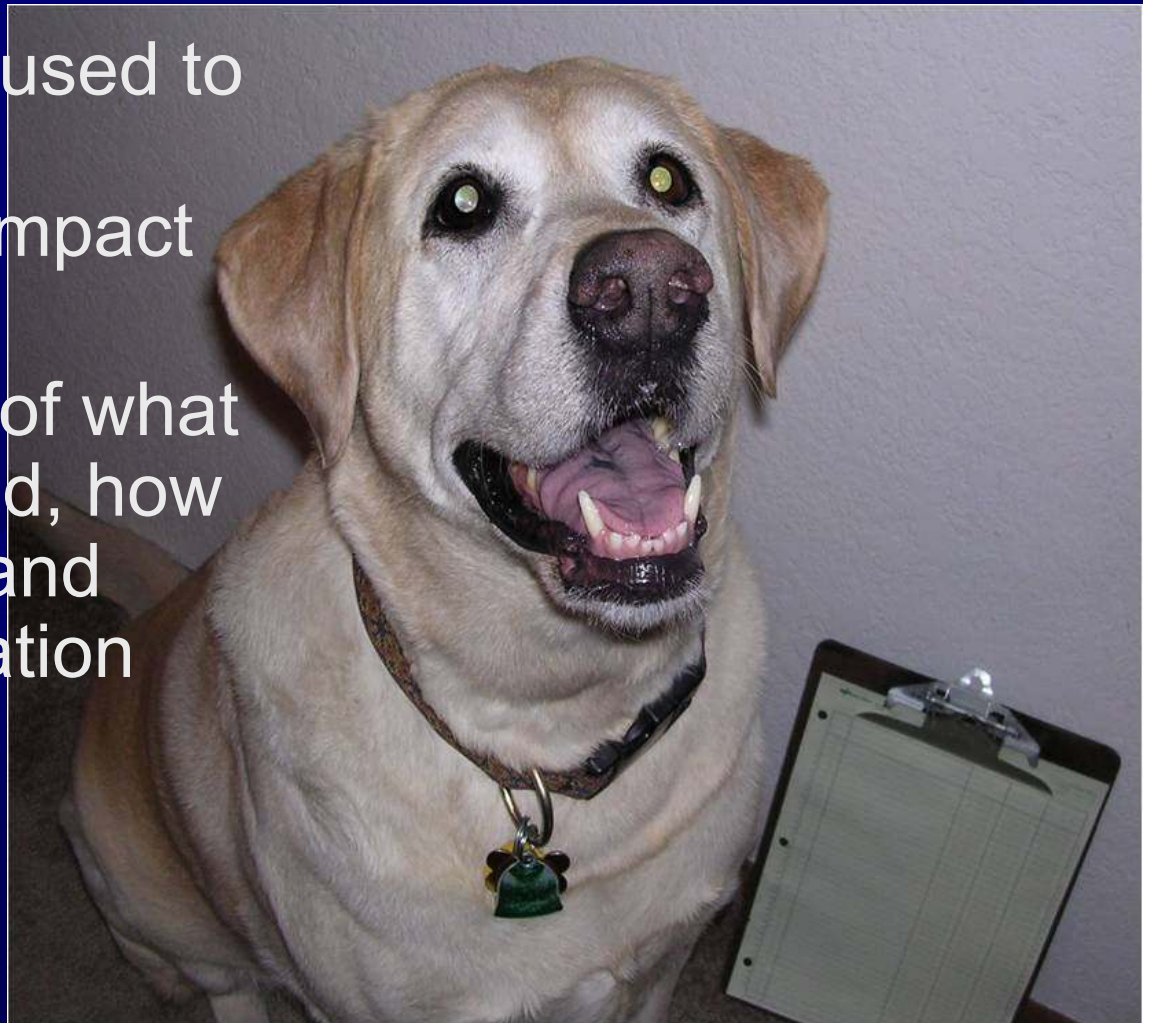
- Vegetation Monitoring
- Reduction of erosive slopes
- Education – number of children participating
- Number of adults educated
- Number of people contacted by phone, mail, etc.
- Evaluation form from conference attendees

☀ Identify data and research methods with projected numbers



LAB RESULTS

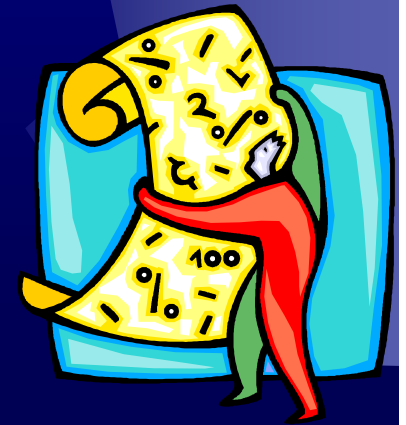
- ★ SPECIFIC, QUANTATIVE measurements used to determine the outcomes and impact of your project
- ★ An explanation of what will be measured, how it will be done, and how the information will be used



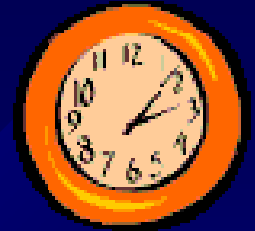
OUTCOMES AND PERFORMANCE MEASURES

What will change if the project is successful?

- Monthly meetings to accomplish _____.
- Written agreements between partnership agencies, etc.
- Legislative changes?
- Money savings for the community?
- New Community Center, Park, Recreation Area, Flood Control, etc.....



THE WAITING GAME



- ★ Allow the grantee time to contact you about the status after submittal – but not too long!
- ★ It is important to request feedback about a proposal's strengths and weaknesses, although this information is sometimes unavailable
- ★ Try, try again





IMPLEMENTING YOUR GRANT

- ★ Meet ALL obligations
- ★ Submit reports on time and well written
- ★ Acknowledge the grantee in everything you do – give credit where credit is due
- ★ Consult the grantee before making ANY changes
- ★ **You are operating under a contract!**
- ★ Give them “*more than they bargained for*”
- ★ Remember - you might want another grant from them

HAPPY DAYS ARE HERE AGAIN - ??????

- ★ Grant writing is not *rocket science*
- ★ The more you write, the easier grant writing becomes
- ★ Use partnerships and sources available to assist in writing and reviewing your proposal

Hi - I'm Rocket!

