GREAT PLAINS FOOD BANK

GRANT WRITING 101

7 Critical Questions

1. What are you applying for?
2. How much will it cost?
3. What is the problem/situation you want to address?
4. What activities/actions do you propose to do?
5. How will your project impact those you serve?
6. How will you support this program/project when the grant period ends?
7. How will you know you're successful?

6 Secrets to Grant Writing

1

Once you know how to write one grant ......
You know how to write ONE grant.

Grant funders are as unique as individual donors in terms of:
- What they prioritize
- How they operate
- Who the decision-makers are
- What motivates their gifts

There is no "standard" grant form. Successful grant-writers may refer to previously written grants as reference but must always plan to re-write to ensure you are answering the question being asked and addressing the concerns of the funder.

6 Secrets to Grant Writing

2

Start with the end in mind
Think of all the reasons to fail and systematically eliminate them.

1. Geography, demographics, mission, etc.
2. Failure to follow guidelines
3. Errors of omission
   1. Budget
   2. Program
   3. Data

"It's not good craftsmanship that is winning grants.
It is that we have a credible project run by credible individuals at a credible organization."

6 Secrets to Grant Writing

3

Know your Marketplace:
What does the grants universe look like?

Why are funders giving money away?
- Funders are concerned about a specific problem, injustice or inequity.
- They want to build bridges between problems and solutions, knowing their funds can help.

Funders think of their relationships with charitable organizations as a shoulder-to-shoulder relationship. We have ideas and programs, they have money. They are NOT funding us to fulfill OUR mission. They are funding us to fulfill THEIR mission.

6 Secrets to Grant Writing

4

Know your Audience!

Proposals are funded when they express priorities shared with the funders.

Have a pre-proposal contact with the program officer: This is not a solicitation, just an exploration. "We are interested in exploring avenues for mutual gain."

Position * Rationale * Expectation * Priority * Who

As the grants field has become increasingly lucrative and competitive, it is imperative to establish a relationship with funders that goes beyond the application.

6 Secrets to Grant Writing

5

Know How to Write

<u>Consider the perspective of your grant reviewer</u>

- Avoid acronyms and jargon that is common in your industry, but not to the general public.
- Take a look at your proposal – is it easy on the eye?
- Underline, bold, use bullets, if bullets aren't an option 1), 2), etc.
- Keep sentence lengths in check – can your statement be read aloud without taking a breath?

You have 45 minutes to review & rate the five grants in front of you. Go.

Persuasion Intersection

- Proposal Logics: This is the easy part – answer the questions accurately and thoroughly.

- Sponsor Values: What does this sponsor care about? What motivates them to give away grant dollars?

- Applicant Credibility: Can the STAFF do the job, in an ENVIRONMENT that supports this work with a reliable & reputable ORGANIZATION?

- Proposal Physiologic: How we demonstrate the intangibles: passion, energy, ownership, commitment, trust, etc. Not only will we do the job, but will we be good stewards of the sponsors dollars?

Sponsor Values

Proposal Logics

PERSUASION

Proposal Psychologics

Applicant Credibility

6 Secrets to Grant Writing

6

Know What to Write

We need to communicate to a funder that a gap exists between IS and what OUGHT to be. And if we don't do something, the gap will get bigger.

- Frequency and severity: How many people are impacted and how bad is it?
- Failure of the status quo: Why does this problem exist?

Tip!

Pull verbiage and language from the application. Reflect their priorities back to them. Original writing comes in objective and activities.

Elements of a Grant Proposal

- Cover Letter
- Basic Organizational Information
- Needs Statement
- Outputs / Outcomes
- Key Activities & Strategies
- Evaluation Plan

Elements of a Grant Proposal

Basic organization information
- Organization history and background
- Mission statement
- Goals
- Major Accomplishments
- Media Highlights
- Staff and Leadership Bios
- Board of Directors
- List of contributors
- Collaborative partners
- Non-profit status
- Budget
- Who we serve
- What we do

Elements of a Grant Proposal

Needs Statement

Using key data and statistical information, describe the nature of the problem our organization is working to solve.

1. The problem is never an object.
2. Needs deal with the COMMUNITIES need, not what we need for our program
3. Combination of statistical data and emotional appeal

Elements of a Grant Proposal

Outputs / Outcomes

Outputs are measureable and finite - data

"The [Organization] will provide food for an additional 1.8 million meals for individuals in need through our direct service programs."

Outcome are the indicators that show evidence our program is achieving success - objective

"Individuals facing hunger will have access to nutritious food and a higher quality of life as a result of the increased nutrition received through the [Organization's] direct service programs."

Elements of a Grant Proposal

Key Activities & Strategies

HOW are we going to accomplish the outputs or outcomes?

1. The [Organization] will provide food for an additional 2,445,000 meals to individuals and families living in rural communities through our [Program] in 2024.
2. The [Organization] is working with school champions to create [Program]. These [Program sites] will enable and encourage [who] to [what]. This will [outcome], impacting [who], [how].

Elements of a Grant Proposal

Evaluation Plan

- Qualitative measurement tools: tests that determine the quantifiable changes your program will bring to the community.

- Quantitative measurement tools: measures clients feelings and records anecdotes regarding their experiences with your program.

Awarded?

- Send a thank you letter
- Notes on calendar and inform program staff of any deadlines related to this grant.
- Final report when grant is completed
- Keep records of all communications and notes on file for future reference.

Declined?

- Contact the program officer for feedback on why – how can you increase your odds next round?
- Send a thank you letter
- Keep records of all communications and notes on file for future reference.

Grant Writing Resources

- www.learngrantwriting.org/grant-writing-basics/

- Minnesota Council of Foundations www.mcf.org

- The Minnesota Council on Nonprofits www.minnesotanonprofits.org

- The Grantsmanship Center – www.tcg.com

- Federal Grants - www.grants.gov

Good Luck!