Grant Writing Refresher

4 steps to writing successful grant proposals and securing funding for your mission
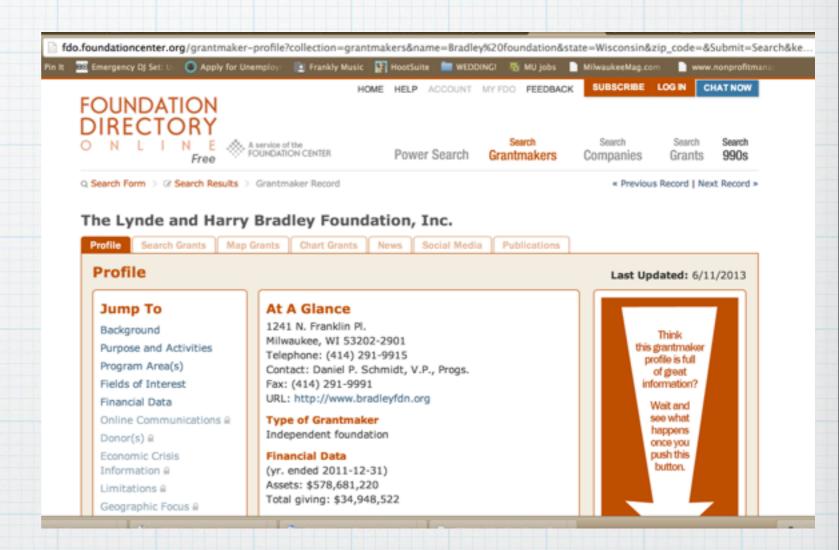
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Today's Targets

* Know where to look for project funding and understand how to determine if funders are a good fit

* Clearly define and communicate your program's goals, outcomes and evaluation methods

* Craft a compelling narrative that pulls at the heartstrings of funders

1. Research

* guidestar.org

* foundationcenter.org

* wifoundations.org

* Download 990s, see assets, sample giving, giving priorities

2. Organize!

* Set up a grants calendar to track deadlines and contacts

* Gather required attachments (Board list, Audit, 990, IRS determination letter, letters of support - consolidate into a sheet of quotes)

* Outline narrative

* Use the Logic Model to show how program activities contribute to outcomes that produce impacts

* Know your audience - gov't, private or corporate foundation

The Logic Model

Program: _____(name)_____ **Logic Model**
Situation:

Think of this as a one-sheet explanation of your entire program

Inputs	Outputs		Outcomes -- Impact		
	Activities	*Participation*	*Short*	*Medium*	*Long*

What we invest

What we do

Who we serve

Use quantifiable data - be prepared to show your evaluation methods (i.e. surveys)

Crucial for evaluation of your program

See this link for further explanation of the logic model

Assumptions

External Factors

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3. Cut through the Jargon

* Goal - abstract, similar to mission

* Objective - concrete - how you will accomplish your goals (who, what when)

* Outcome - expected change, past tense

* Indicators -measurable characteristic or change that represents achievement of the outcome.

* Evaluation - how you measure your project's success (qualitative and quantitative)

= Provide opportunities that enhance the quality of life for children and adults with disabilities

= Create 3 new programs for 50 people in 2014

= Enhanced quality of life and independence

= Fewer people enrolled in assistance programs, decreased sales in specialty equipment

= Surveys, anecdotes from program participants, enrollment in programs

More Common Terms

* Program – An organized set of services designed to achieve specific outcomes for a specified population that will continue beyond the grant period.

* Project – A planned undertaking or organized set of services designed to achieve specific outcomes

* Methodology – A sequence of activities needed to accomplish the program objectives.

* Outcomes – The changes in (or benefits achieved by) clients due to their participation in program activities including changes to knowledge, skills, values, behavior, condition or status.

* Indicator – The observable, measurable characteristic or change that represents achievement of the outcome.

4. Crafting a Compelling Narrative

* Any good narrative has a beginning, middle and end

* Hit our heartstrings with sensory details

* Highlight success stories, people served

* Set the scene to put situation into context

* Use action verbs and active voice as much as possible: Achieve, Propel, Strengthen, Launch, Support

Today's Takeaways

* **Start well before the deadline to avoid technology pitfalls**

* **Read the directions fully before you begin and before you submit**

* **Be sure to answer the questions fully and succinctly**

* **Diversifying your funding sources is crucial!**

Questions?

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* UWM School of Continuing Education additional courses