

# Advanced Grantwriting Workshop

November 9, 2007

Welcome!

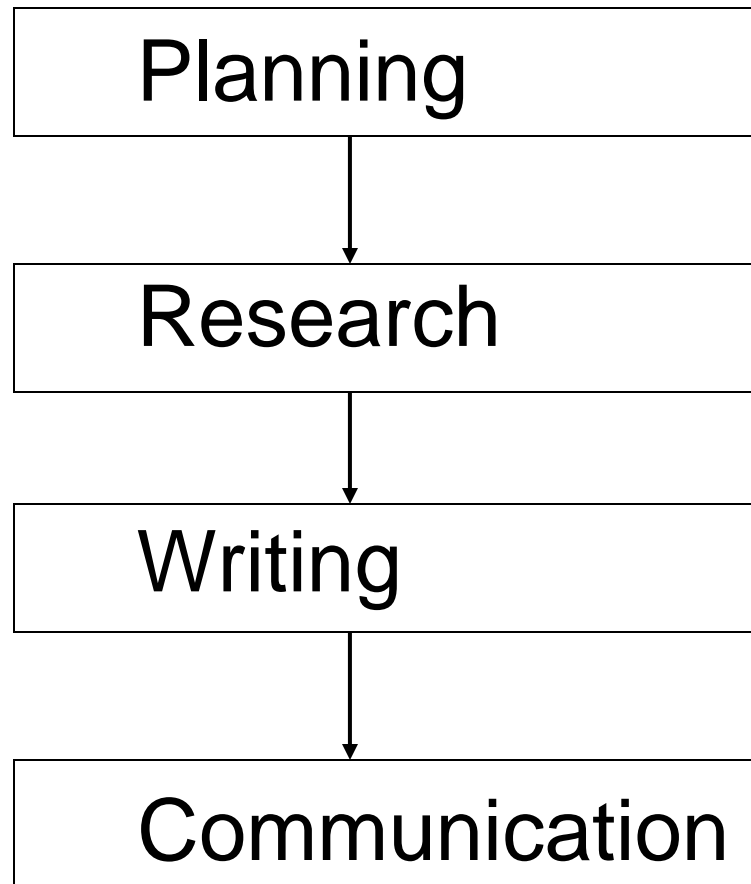


FOUNDATION  
CENTER

# This Class Covers...

- Getting started
- Preparing the proposal
  - Organizing, writing, and packaging It
- Submitting the proposal
- What happens next?

# The Proposal is Part of the Process



# Part 1

## Getting Started

- Planning
- Researching potential funders

# Getting Started

- Are you a credible nonprofit?
- What kind of support do you need?
- Do you have enough time?

# Planning

- Information gathering
- Project concept and relevance to mission
- Time frame
- Outcomes
- Cost

# Researching Potential Funders

## *Establishing the match*

- What you do: “Field of Interest”
- Where you do it: “Geographic Focus”
- Type of Support

# Researching Potential Funders

## *Resources*

- Print directories
- The Foundation Directory Online
- Funder web sites
- IRS informational returns

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*Available at Foundation Center and  
Cooperating Collection libraries*

## Part 2

# Preparing the Proposal

- Proposal contents
- Writing the narrative
- Packaging the proposal



# Proposal Contents

- Title page and table of contents
- Executive summary – 1 page
- Narrative
  - Statement of need – 2 pages
  - Project description – 3 pages
  - Organization information – 1 page
  - Conclusion – 2 paragraphs
- Budget
- Appendices and supporting materials

# The Narrative - Writing Tips

- Begin with an outline
- Name your project
- Keep language clear and simple
- Use action words
- Avoid jargon and acronyms
- Revise and edit

# Statement of Need

- Problem or issue to be addressed
- Audience/community
- Supporting facts and statistics

# Project Description

- Goals
- Objectives
  - S (pecific)
  - M (easurable)
  - A (chievable)
  - R (ealistic)
  - T (ime-bound)

# Project Description (continued)

- Methods
- Staffing
- Collaboration
- Replicability

# Project Description (continued)

- Evaluation
  - Formative: analyzing the process
  - Summative: measuring the outcome or product

# Project Description (continued)

- Sustainability
  - Is the project finite?
  - Could it move toward self-sufficiency?
  - Will it be attractive to other funders?

# Budget

- Expenses
  - Direct costs
    - ✓ Personnel
    - ✓ Non-personnel
  - Indirect costs
- Income
- Budget narrative

# Organizational Information

- Mission and history
- Programs
- Board and staff

# Conclusion

- Final appeal for your project
  - What you will accomplish
  - Why it's important
  - Who will benefit

# Executive Summary

- When to write it
- What to include

# Appendices & Supporting Materials

- IRS determination letter
- Financial documents
- Board and staff
- Supporting materials

# Packaging the Proposal

- Cover letter
  - Reference recent contact
  - Request for funding
  - Proposal contents
  - Offer to meet, answer questions, and provide additional information
- Proposal
- Appendices and supporting materials

# Variations

- Common grant application form?
  - Funder's own application form?
  - Initial contact
    - Telephone call?
    - Letter of inquiry?
    - Full proposal?
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*Follow the funder's guidelines!*

# Part 3

## What's Next?

- After the Proposal

# Follow-up: Building Relationships

- Telephone conversations
- Information updates
- Board contact?

# The Answer is YES!

- Send a thank-you letter
- Keep the funder informed
- The renewal request

# The Answer is NO!

- It's not personal
- Find out why
- Ask about future funding
- Move on; seek other prospects

# Help from the Foundation Center

- Libraries including Cooperating Collection libraries
- Funding research resources
- Proposal Writing Seminars
- E-learning courses
- Sample documents

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