

The background is a dark grey, textured surface with faint, light-colored sketches of various scientific and academic symbols. These include a globe, a microscope, a test tube, a stack of books, a percentage sign, and a large letter 'V'.

Grant Writing 101

A presentation by Johna Rodgers, GPC
October 9, 2015

Introduction...

■ **Johna Rodgers, GPC**

- 25+ years in grants, nonprofits
- Certified through GPCI (Grant Professionals Certification Institute)
- Board member, Grant Professionals Association
- Member, National Grant Management Association
- \$132 million in grants since 2001
- Worked from 2001-15 with the Green River Regional Educational Cooperative (GRREC)
- Joined Grant Writing USA in 2013 as a national trainer
- Currently an independent contractor

Agenda of the hour...

- Review the purpose of grants
- Talk the RFP (guidance) for writing proposals
- Review the types and formats of grants
- Discuss how to connect the need with the “stuff”
- Help you be a realist



*Writing is 90% procrastination
and 30% panic.*

So why do we write grants?

- There are SOOOO many reasons
- Common answers...
 - Stuff
 - Staff
- We need money to do more!
- Grants help us fill gaps in our services

So why don't we write grants?...

- No time
- Lack of knowledge
- Intimidating
- Don't know where to find them
- And more....

What's not fundable...

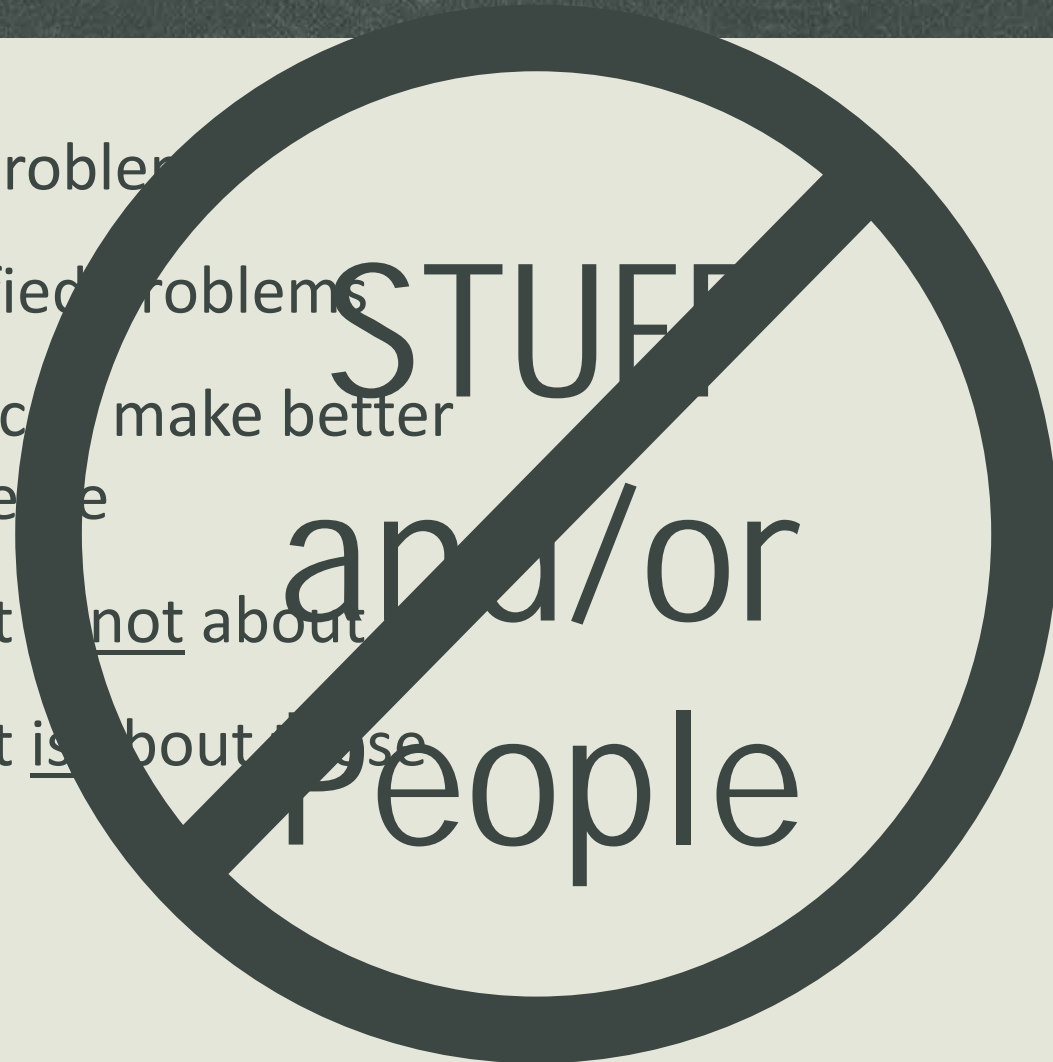
- Standalone staff
- Standalone equipment
- Standalone operating costs for existing programs

What is fundable??...

- Programs
- Programs that need some personnel
- Programs that need some stuff
- Programs that support some operating costs

So why do we write grants?

- An identified problem
- A set of identified problems
- A problem we can make better for those we serve
- A problem that not about
- A problem that is about those we serve



Identify the problem...

- Use data to determine and describe the “problem”
- This is the crux of your proposal: What is the compelling need of *those you serve*?
 - It is not about what you need
 - It is not about your organization
 - Rather it is about others (external)
 - And it should somehow include data



Your project: Let's write a grant for....

The Problem or Need

- We need more non-fiction texts to help students work on comprehension
- Computers in our lab are 3 years old and must be replaced
- The library is only open two afternoons a week

The Strategies / Activities

Your project: Let's write a grant for....

The Problem Statement

- 40% of students in grades 6-8 do not meet state standards for reading comprehension

The Strategies / Activities

- We ~~need~~ will purchase more non-fiction texts to help students work on comprehension
- Computers in our lab that are 3 years old ~~and must~~ will be replaced
- The library ~~is only~~ will now be open ~~two~~ four afternoons a week

Other need or problem statements...

- 45% of high school students do not meet college/career readiness standards
- 62% of 5th grade students are not at grade level in reading
- 98% of students with disabilities perform at Novice in reading and math on state testing

Finding the funds...

- Subscription services
 - FoundationCenter.org
 - Vendors
 - Grants.gov
- Searching the Internet
- Email alerts, newsletters
- Search engines
- Boss hands them to you

Finding the funds...

Foundation Center:

- Sign up for free newsletters here: <http://foundationcenter.org/newsletters/>
- Check RFPs through the PND site: <http://philanthropynewsdigest.org/rfps/>

General Grant Sources:

- Grant Gopher: www.grantgopher.com
- List of private foundations: <http://www.usagg.org/page/page/1241694.htm>
- Grant Watch: <http://www.grantwatch.com/> (some free, some fee-based)
- Grant Siren: <http://grantwriters.net/grant-siren-sign-up/> (free news alerts; but they have a paid service as well)
- Grant Wrangler: <http://www.grantwrangler.com/default.html>

Finding the funds...

Federal sources:

- Grants.Gov: www.grants.gov
- The Institute of Museum and Library Sciences:
<https://www.ims.gov/grants/apply-grant/available-grants>
- The National Endowment for the Humanities: <http://www.neh.gov/grants>

Request for Proposals (RFPs)

- RFP – Request for proposals
- SGA – Solicitation for grant awards/applications
- NOFA – Notice of funding availability/applications
- CFP – Call for proposals
- RFA – Request for award/application
- FOA – Funding opportunity announcement
- Guidance

Examples

- <http://www.ala.org/awardsgrants/awards/82/apply>
- <https://www.imls.gov/nofo/national-leadership-grants-libraries-fy16-notice-funding-opportunity>
- <http://www.grantwrangler.com/grantManager/templates/?a=1166&z=52>

Finding the perfect RFP...

D = Deadline

R = Reason

E = Eligibility

A = Amount

M = Match

Y = Yucky

Deadline...

- How long will it take to write?
- Team effort? Solo gig?
- Do you have existing data?
- Is your daughter getting married?
- Do you have permission to write it?
- Do you have access to the right people for signatures? For partnerships?

Reason...

- Reason for you and the funder
- Do you just need money? Any money?
- Do you have a specific issue and a focused project?
- Does it match what the funder wants to do?

Reason...

Science/Technology

Vodafone Americas Foundation Launches Second Annual Wireless Innovation Project

Awards totaling \$600,000 will be given to nonprofits, educational institutions, and social entrepreneurs working to advance wireless related technologies that have the potential to solve critical global issues....

Eligibility...

- Reason for you and the funder
- Do you just need money? Any money?
- Do you have a specific issue and a focused project?
- Does it match what the funder wants to do?

Amount...

- Is it enough money to operate a quality program?
- Are there limitations on equipment or other purchases? On staffing?
- Is there money for specific requirements, like an evaluation or training or travel?

Match...

- Do you have to bring cash to the table?
- Does a partner have to bring a cash match?
- Can the match be from other sources?
- Can you provide your match through in-kind contributions?

Yucky...

- Is this just an awful grant?
- Is it impossible to implement?
- Are you capable of writing it?
- Will you have to sell your soul to make it happen?
- Are the odds astronomical?
- Do previous winners look like you?

Yucky

Copyright ©2006 Creators Syndicate, Inc.



Finding the perfect RFP

D = Deadline

R = Reason

E = Eligibility

A = Amount

M = Match

Y = Yucky

To whom do we write grant proposals...

- State/Federal funds
 - At least three readers
 - Each generally has a different background that relates to the type of proposal
 - Each panel will read 10-12 proposal

To whom do we write grant proposals...

- Foundations / Corporations
 - Number of readers may vary
 - Types of readers may vary
 - What they are looking for may vary
 - And many focus on relationships

Therefore...

- Write to the reader
- This is not about your writing skill
- Grants must respond clearly and completely to the selection criteria





**Please review all information at www.ala.org/aasl/disasterrelief
prior to filling out the application.**

Grant Application

PART I: PROFILE

1. School Data

School Name

School Address

City

State

Zip Code

Telephone Number

 - -

Fax Number

 - -

Email

PART II: YOUR NEEDS AND YOUR REQUEST

The purpose is to provide relief to public school libraries that have incurred substantial damage or hardship (including the absorption of displaced/evacuee students) due to a natural disaster (tornado, earthquake, hurricane, flood, avalanche, mudslide, etc.), fire or an act recognized by the Federal Government as terrorism. The goal is to replace or supplement books, media, and/or library equipment that support learning in a school library environment.

9. Describe the impact/level of disruption of the disaster on the school library program. (Include the addition of displaced/evacuee students.)

Limited to 1400 characters: about 150 words

Examples...

10. Describe the extent of loss or damage to the school library collection of books, media and equipment. Include a percentage of th eoverall collection that was lost or damaged.

(Limited to 1400 characters: about 150 words)

1400

11. How do you plan to use the funds to alleviate the disaster or hardship to the school library program and collection?

Limited to 1400 characters; about 150 words

1400

12. Estimate the budget expenditures showing how the funds will be spent in the school library setting. Note, grant monies may not be used for furniture, shelving, curricular materials or classroom sets.

(limited to 1000 characters: about 100 words)

1000

Examples

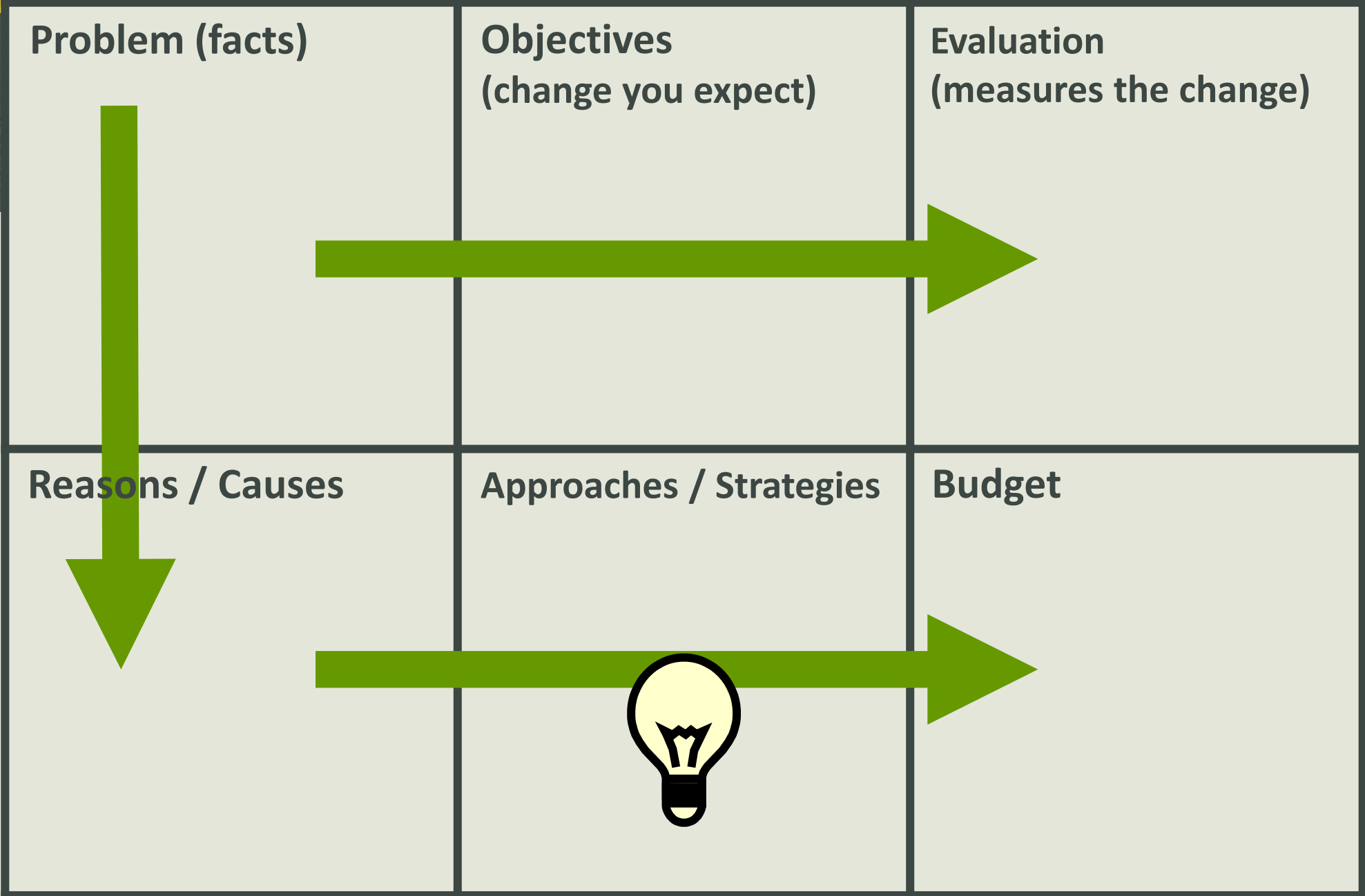
13. Describe any extenuating or unique circumstances that affect your school, community or library as a result of the disaster/hardship.

(limited to 1000 characters: about 100 words)

1000

Big grants vs. small grants...

- The larger the project, generally the more criteria, the more pages, the more attachments, and the more work.
- Some proposals are online, some are paper based.
- You work through the specific instructions and write to the selection criteria.
- Takes more time to organize the grant's components



Problem (facts)	Objectives (change you expect)	Evaluation (measures the change)
Reasons / Causes	Approaches / Strategies	Budget

Reaching me...

Johna Rodgers, GPC

johnarodgersgpc@gmail.com

270.991.7470