



# Great Grantwriting

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*A CRASH COURSE IN STORYTELLING FOR FEDERAL,  
STATE, AND PRIVATE GRANTS*

APRIL 10, 2019

[WWW.ELGL.ORG](http://WWW.ELGL.ORG) | @ELGLNETWORK | @ELGL50



# Ready for the crash course?



WHO MAKES  
GRANTS FOR LOCAL  
GOV



WHAT A GREAT  
GRANT PROPOSAL  
LOOKS LIKE



WHY READING &  
RESEARCH IS SO  
IMPORTANT



HOW TO FIND  
GRANTS THAT WORK  
FOR YOU



WHEN & WHETHER  
TO HIRE A  
GRANTWRITER



WHERE TO GO FROM  
HERE

# FREE MONEY TO QUIT YOUR JOB

15,000 Government Programs Worth \$350 Billion Dollars For You To

- Increase Your Income,
- Do What You Always Dreamed Of, And
- Live a Happy Life

Make More Money! Be Happy Every Day!  
 Fire Your Boss! Eliminate Stress!  
 Grow To Your Full Potential!  
 Have More Time For Family, Friends And Hobbies!

# 50 BILLION DOLLARS AVAILABLE

## NOW IS THE TIME TO APPLY

Grant Money Facts :

- There are NO INCOME REQUIREMENTS for grants
- The Government gives out BILLIONS OF DOLLARS a year in grant money
- Choose from 1000's of grants

Home - [FederalFundingPrograms.org](http://FederalFundingPrograms.org)

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CARTOONSTOCK .com



"It's a foolproof formula for writing grant applications."

### Uncle Sam's Money Report Grants Directory

**+FREE MONEY & DEBT HELP!**

Connect with Millions of Dollars in federal, state and local funding programs and private grant opportunities including: Small Business Loans & Loans, Home To Help For Rent, College Student Loans & Grants, Senior Care's Personal Assistance, Day Care/Childcare Assistance, Money For Child Care, Home Care Services, Money For Health Care, Personal Expenses and More!

From the editors of SmartMoney's Guide

### How To Get Free Money For Your Coffee Shop Idea

400 x 295

Repeat after me:  
 There is no such thing as free money.

# Grants 101: Basics of Local Gov Grantmaking

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## Federal

- Agency-specific funding
- Most constrained by regulation
- Difficult to predict because of political impacts

## State

- Often comes from federal sources, but not always
- Both direct allocations & formal programs

## Private

- Foundations
- Other Private Sources

What you think life will look like when you write grants:



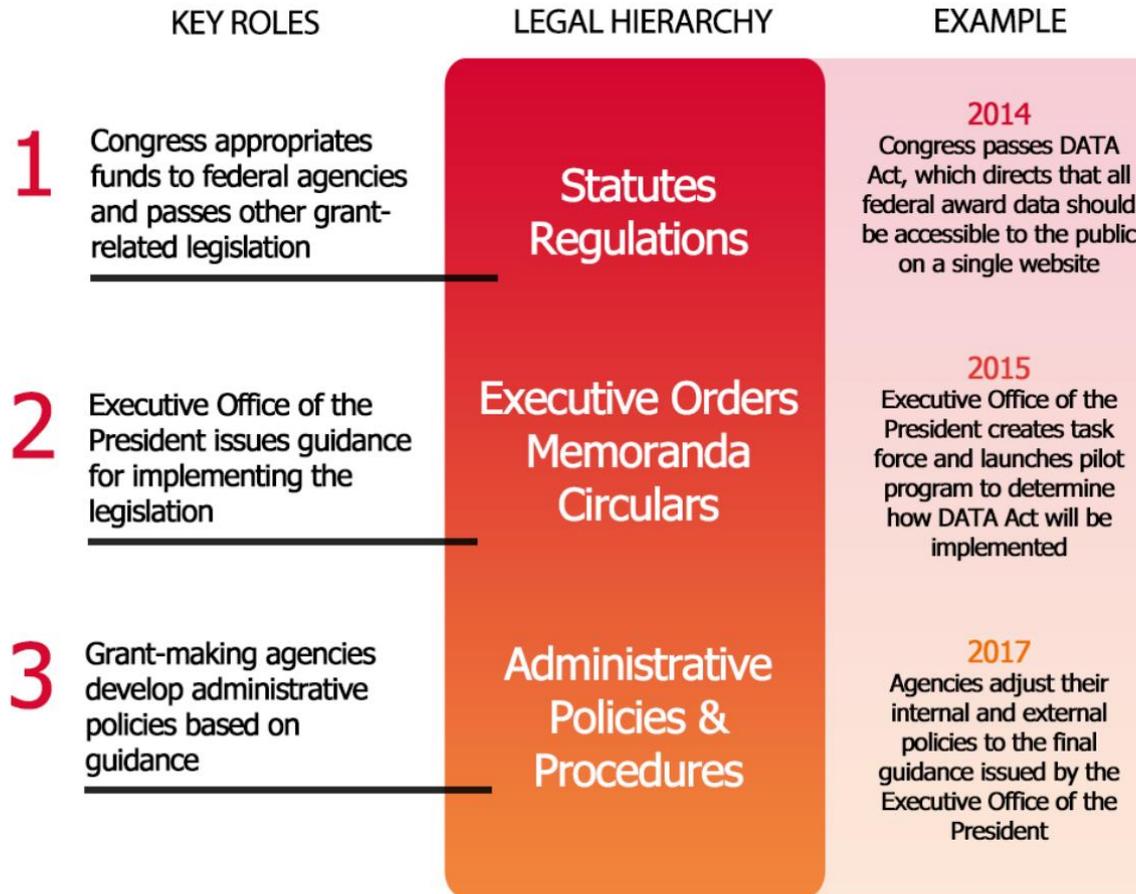
What life actually looks like when you write grants:



- Organizational skills
- Time management skills
- Reading, note-taking, and researching ability
- Communication & writing ability
- Capacity for asking good questions & rolling with the punches

# How Federal Grant Policies Are Made

When a new law is added to the books, that is only the beginning.



SOURCE: NATIONAL GRANTS MANAGEMENT ASSOCIATION

Just so you know...there's a lot of paperwork.

# Yes, the boring stuff happens before you even write the application.

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## Reading

1. Know your agency.
2. Know the program – yours and theirs.
3. Mission alignment.
4. Preliminary autopsy.
5. Criteria!

## Research

1. Project tracking & grant tracking go hand in hand.
2. Don't reinvent the wheel.
3. Know your community data.
4. Track the pulse of new ideas.
5. It's not wasted time.

# What's the difference between a great idea and a great project?

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**Great projects get funded. Great ideas don't.**

**Everyone has a good idea, but not everyone has a good project.** That's why you have to compete with others for funds.

Did you ever know that guy who always had some brilliant idea and never managed to get anywhere because he never followed through, made a plan, or put his money where his mouth was? **Yeah, don't be that guy.**

**resources + time + money + vision = competitive proposal**

Word limits, format restrictions,  
prescribed outlines, and page limits...

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[A Beautiful Constraint, Adam Morgan & Mark Barden](#)

# Don't reinvent the wheel.

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## Fiscal Capacity

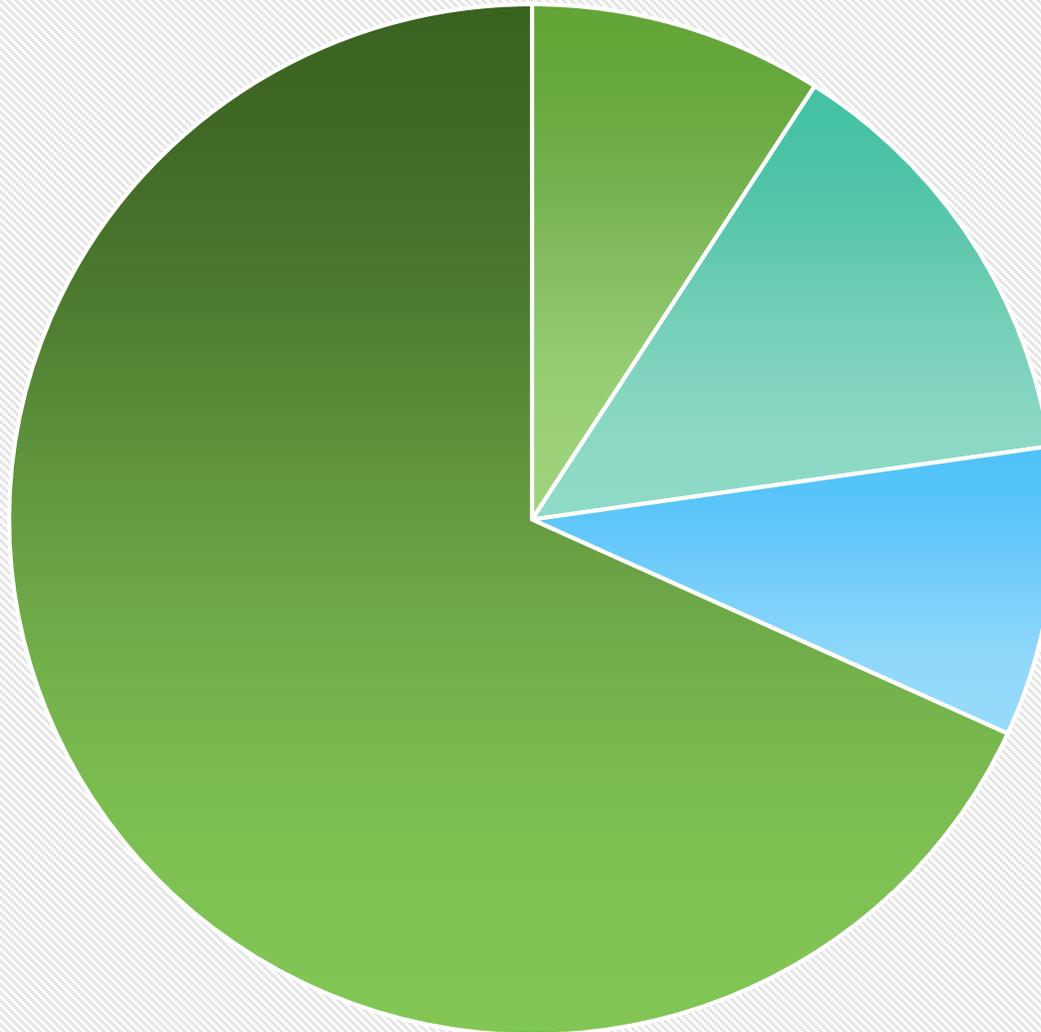
- List of previous grants
- Grant administration highlights
- Current and past budgets
- Current and past audits
- Current balance sheet & income statement
- Clear & accurate project budgets
- Match funding

## Organizational Capacity

- Legal structure & authority
- Organizational history
- Current list of board members, roles, and terms
- Partnerships
- Existing staff capacity & resources that contribute to the project
- Legal issues, conflicts of interest, returned funds records

*Plus, it's good practice for recordkeeping during grant administration!*

# Partnerships



- Somewhere there's a law about this.
- These people have friends, so it's more likely they'll get this done.
- The law said we have to, so we require it.
- **RISK MANAGEMENT**

# How to find grants that work for you

## Federal Grants

[Grants.gov: Alphabet Soup](#)

## State Agencies: NC Examples

[Commerce](#)

[DEQ](#)

[USDA Field Offices](#)

## Private: NC Examples

[NC Center for Nonprofits](#)

[United Way](#)

[NC Community Foundations](#)

## Step 1: Mission Alignment

It's not about you.

It's about the organizations and funders that work with programs like yours.

*PS: This means you need a clear project – remember that part?*

## Step 2: Defining & Understanding Your Audience

Understand the organization you're writing to.

Expert peer reviewers? A small staff of underfunded public servants?

Are they being told to like jobs or the environment more?

## Step 3: Meeting People

Go to their workshops. Find them at conferences.

Attend university-sponsored trainings where they talk.

Make appointments with federal field offices.

# Tips on a Great Proposal

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- **Address the need that this specific project fills, not your organization's need.** This is really, really important.
- **Word limits are there for a reason.** Be concise and clear!
- **Follow the rules.** Headers, numbers, and outlines are all there for a reason.
- **Build a proposal from the end backwards.** Focus on the judging criteria first, and build your objectives and funding proposal from that.
- **Proofread, edit, proofread again.** And then have someone else do it again.
- **Give yourself time.** Typically, proposals allow between 30-60 days between release & submission. They'll know if you throw it together the day before.
- **Don't forget, you have to actually DO this work.** Build some flexibility into your schedule, proposal and budget.
- **There's a fine line between a clear statement of need and...well, whining.** You'll have to find it.

# Pros & Cons: Hiring Out or DIY?

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## Hiring Grant Writers and Administrators

- Ah, someone else's headache
- Experience and practice
- Relationships with grantmakers

### ***But...***

- Money!
- The training lag time
- Familiarity with staff & projects
- Quality: judging results

## DIY Grant Writing & Administration

- Capacity building exercise
- Future ROI
- Familiarity with staff & projects
- Potentially, money

### ***But...***

- Potentially, money
- Lack of experience
- Square peg, round hole

**Grant Administration vs. Grant Writing**

# Homework!

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For the next few months, put a 20-minute block in your calendar once a week. Spend that time getting familiar with the language & pulse of the grant world.

- Learn how to search for grants by agency or by type on grants.gov, or get to know the state agencies you may request funding from.
- Download and read at least one Request for Proposals. Yes, all of it.
- Start a grant tracking sheet and identify at least five projects in your organization that you might be able to fund.
- Network with an ELGL member on LinkedIn who has grant experience – sit down for a virtual coffee and see what you can learn.

# A few other resources to check out:

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- [Grants.gov Blog](#) & [List of RFPs](#)
- Websites for federal agencies (specifically USDA, EDA, EPA, SBA)
- Council of Foundations' [List of Funder Networks](#)
- The Foundation Center's [free resources, webinars, and trainings](#)
- [Charity Navigator](#)
- [National Standards Accreditation Program for Community Foundations](#)
- Your state's websites for agency grant programs (typically environmental, commerce, justice, and infrastructure, at a minimum)
- ELGL's Webinar Series 😊

**June 12, 2019:**

Let's Be Friends - Just Not Too Close: *Advice for governments working with nonprofit partners and private/foundation funding*

More and more, the funding that addresses public problems crosses siloes - and when funding comes from, through, or because of the efforts of nonprofits, local governments have new issues to address. Building partnerships, setting up fiscal policies and financial accountability, and negotiating MOAs will allow you to be nimble and responsive in responding to community problems - with the aid of nonprofit partners and private or foundation funding.

**August 14, 2019:**

Alphabet Soup: *An overview of federal funding opportunities: EPA, USDA, DOT, DHHS, DHS, EDA, and more*

In preparation for the new federal fiscal year, join us to get an overview of the primary funding sources available to local governments for transportation, infrastructure, economic development, community development, housing, and more. Includes tips, tricks, and headaches to anticipate for each agency's individual funding programs!

**October 9, 2019:**

Omnibus Schmomnibus: *A roundup of federal grant and loan funding availability in the new fiscal year*

It's here! The great annual debate has ended for another year and we have a ~~budget~~ continuing resolution! Join us for a review of the omnibus spending bill to see what grant and loan programs were expanded, which ones were cut, and what new programs are available to fund local government projects.

**December 11, 2019:**

Whew. You Got the Money! Now the Real Work Begins: *Successfully administering federal and state grants and loans*

Administering grants - and even most loans - with in-house staff and capacity is possible, but it takes some effort, planning, and commitment. Join us for an overview of the challenges and benefits you should consider before deciding whether or not to administer grants and loans in-house or contract these services to an outside firm.

# Questions that aren't about free money?



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