

# Ready! Set! Get A Grant

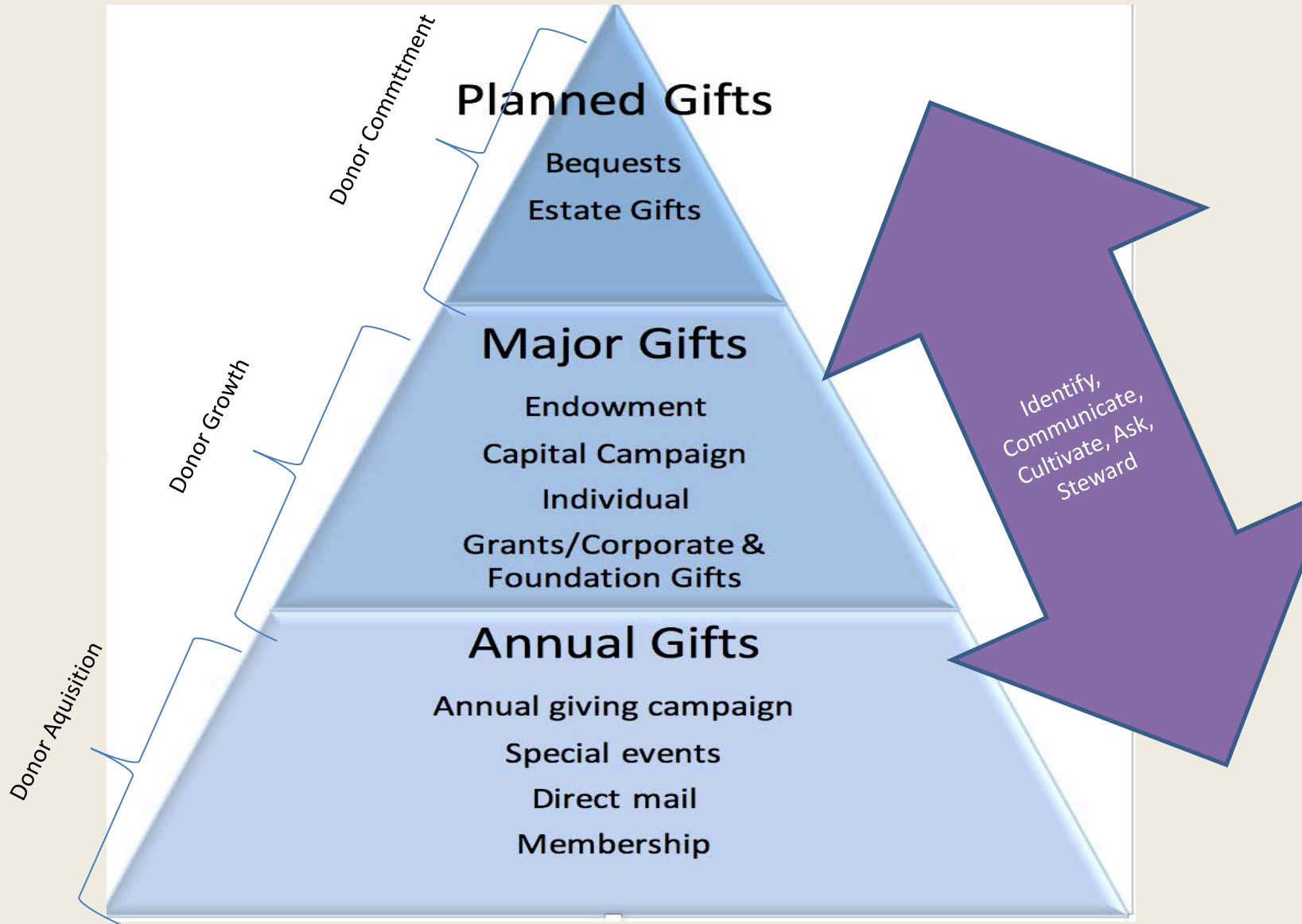


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# Traditional Giving Pyramid



# So What?

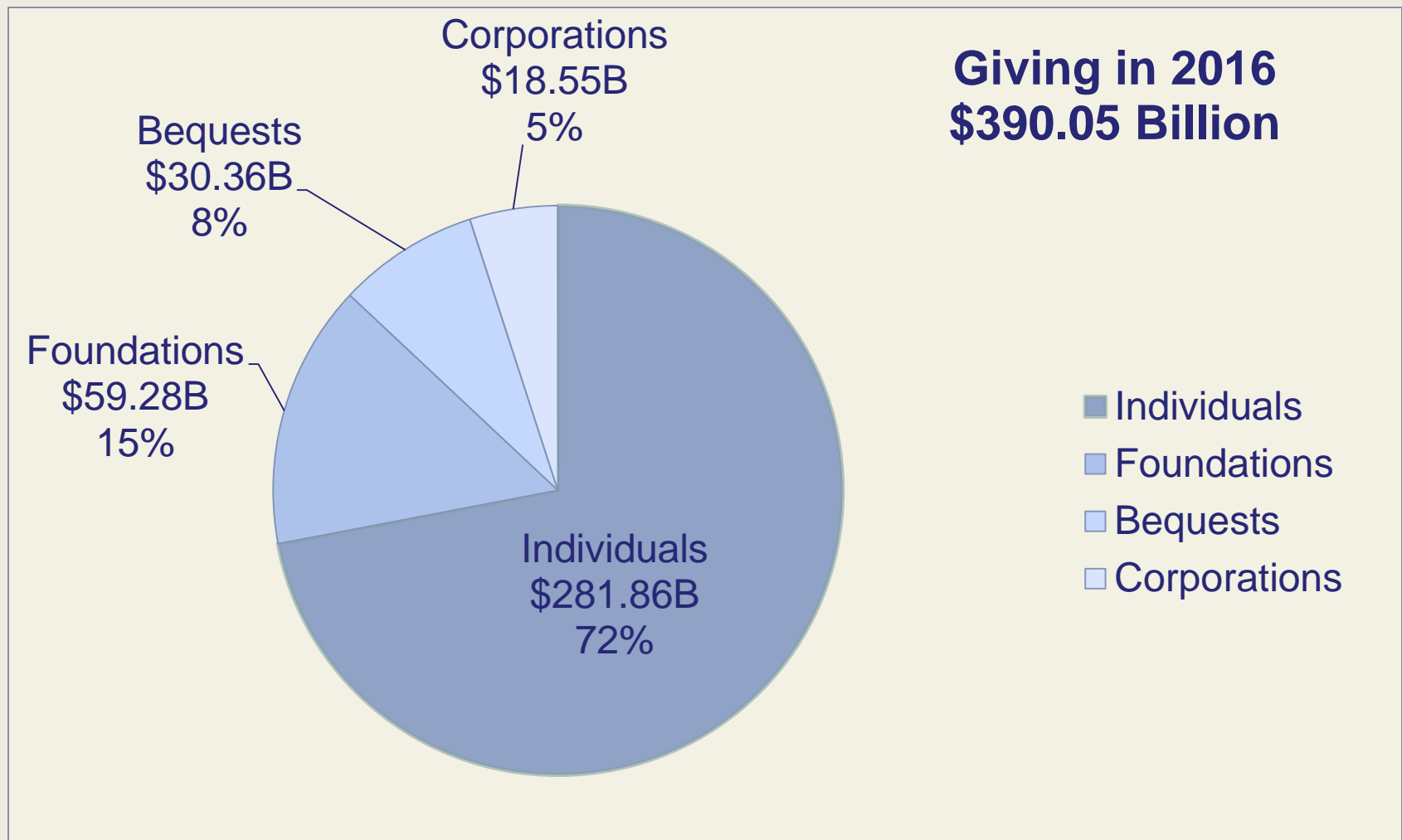
- WHY does it Matter?
- The answer is the heart of grant writing and telling the story of your agency



# Compare to National Giving Statistics

(Source: Giving USA)

**Giving in 2016**  
**\$390.05 Billion**



# When Am I Ready to Write a Grant



- Mission Statement

# When Am I Ready to Write a Grant

- Strategic plan in place/active



## Strategic Planning Simplified

### Where are we now?

- Compelling Need
- Review Mission
- What's happening in the Environment

### Where do we want to be?

- Review Vision
- Review Programs
- Review Organizational Capacity
- Review Capital & Revenue needs

### How will we get there?

- Program Strategies
- Capacity Strategies
- Money Strategies
- Evaluation Strategies

Discover

Dream

Design

Document

Deliver

# When Am I Ready to Write a Grant



- Community Need has been documented

John Randolph Foundation



John  
Randolph  
Foundation



 Apply

 Organization History

## Community Need Statement\*

Describe the community need to be addressed.



# Need Statement

- THE driving force of what led you to create a response --
  - what is the problem
  - how significant is it
  - who has it
  - how do you know???
- Focus on the conditions of the lives you wish to change
- Community Assets are part of this discussion
- Reasonable dimensions
- Urgent but Hopeful
- Statistics
- This is about your clients, community -- not your organization!



# When Am I Ready to Write a Grant



- Program has been thoughtfully designed



# When Am I Ready to Write a Grant

- You have a plan to recruit/market to those you will serve



# When Am I Ready to Write a Grant



- Outcomes articulated
  - Logic models
  - Showing impact
  - Moving the Needle

## Project Goals\*

Please answer the following: 1.) Summarize the overall project goals. 2.) Explain how the project will address and resolve the community need described above. 3.) Describe how the project will be implemented. 4.) Lastly, describe the anticipated long-term impact resulting from this project.

# Outcomes (or: So What!)

- Looking to the future here -- how will things be different for people because you are offering this program?
- Changes/Results/Impacts
- Answer to: How will you know and how will we know that our \$\$ made any difference?
- Use words like: to increase, to decrease, to reduce
- How do we know if we are having the intended effect?
- Measured outcomes means you are trying to increase your effectiveness AND communicate value.

# When Am I Ready to Write a Grant



- System of measurement and evaluation in place
- “How will you know and how will we know our \$ made a difference?”



# Era of Accountability



- What gets measured gets done
- If you don't measure results, you can't tell success from failure
- If you can't see success, you can't reward it
- If you can't reward success, you're probably rewarding failure
- If you can't see success, you can't learn from it.
- If you can't recognize failure, you can't correct it.
- If you can demonstrate results, you can secure funding.

# When Am I Ready to Write a Grant

- Program/operating budgets developed
- Overhead (check out: Dan Pallotta's work!)



# When Am I Ready to Write a Grant



- Development plan in place
- Context



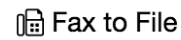


# Where Do I Start?

- **Main Public Library is a depository library: FREE!**
- Foundation Center: [fdncenter.org](http://fdncenter.org)
- Federal grants: [grants.gov](http://grants.gov) and also [cfda.gov](http://cfda.gov)
- Fundsnet: [fundsnet.services.com](http://fundsnet.services.com)
- GrantsAlert.com (K-12/free)
- GrantWatch: [grantwatch.com](http://grantwatch.com)
- Thegranthelpers.com (free)
- Grant Station: [grantstation.com](http://grantstation.com) (via [Techsoup.org](http://Techsoup.org))
- Capaciteria.org (free but must register)
- Supportingadvancement.com (free)
- Michigan State Univ. Library (free)
  - [staff.lib.msu.edu/harris23/grants](http://staff.lib.msu.edu/harris23/grants)
- List serves/funding alerts for topic-specific programs



- Attachments
- 501-c-3 letter
- Audited financials
  - Form 990
  - List of Board
- Program budget
- Operating budget



∨ Required Documents

**Project Budget\***

Please submit the project budget using the template provided by clicking on the following [link](#).

[JRF Budget Template April 2018.pdf](#) [71.0KiB]

**Financial Information\***

Please submit your organization's current IRS Form 990 (if applicable) or audited financial statements as a PDF file.

[2017 Form 990.pdf](#) [6.9MiB]

**Letters of Community Support\***

Please upload three letters of community support as a single, PDF document.

[JRF Letters of Support April 2018.pdf](#) [1.1MiB]

**Additional Documents**

Please upload any additional documents you feel would be helpful in the evaluation process.

# You can write grants for...

- Capital Projects
- Programs
- Special Projects/RFP's
- Endowments
- Challenge/matching opportunities
- Research



# Types of Grantmakers



- Individuals
- Independent foundations
- Operating foundations
- Corporate foundations
- Government funding at all levels

# Resources

- [Movie Mondays](#) (signup at [moviemondays.com](http://moviemondays.com))
- [Future Fundraising Now:](#) [futurefundraisingnow.com](http://futurefundraisingnow.com)
- [Navigating Off The Napkin:](#) [navigatingoffthenapkin.com](http://navigatingoffthenapkin.com)
- [Wild Woman Fundraising:](#) [wildwomanfundraising.com](http://wildwomanfundraising.com)
- [Nonprofitsaremessy.com](http://nonprofitsaremessy.com)
- [Aherncomm.com](http://Aherncomm.com) (Tom Ahern)
- [Simonejoyeaux.com](http://Simonejoyeaux.com) (Simone Joyaux)
- [Cygresearch.com](http://Cygresearch.com) (Penelope Burk)
- [Blueavocado.org](http://Blueavocado.org)
- [4good.org](http://4good.org)
- [nonprofitlibrary.com](http://nonprofitlibrary.com)