Grant Writing Workshop

November 30, 2020
Grant Writing Tips

• Introductions
• Workshop Objectives
• Grant Preparation
• Writing the Grant
• Post Grant Award
Grant Writing - Introductions

- Introductions
- Celia Yniguez, Program Manager
- Larry Jenkins, Community Development Analyst, City
- Stanley Felix, Community Development Analyst, County
Framework/Tools

- Preparation
  - Readiness
  - Research
  - Relationships

- Writing the Grant Package
  - Objectives
  - Storytelling
  - Writing approach
  - Capacity
  - Budget

- Post Grant Award
  - Communication – Beginning, during, end, after
  - Measurable/Outcomes/Impact – tell the story
  - Maintenance/Records – ongoing success
Preparation - Readiness

Qualities of Excellent Proposals

• **Clear:**
  • Project Goals and Objectives are Measurable
  • Evaluation is Clear and Based Upon Outcomes

• **Concise:**
  • Responses Directly Answer the Question
  • Responses Contains Relevant Information

• **Compelling:**
  • Leave the reader/reviewer wanting to take action on your idea
Preparation – *Research & Relationships*

Grant Ready – At all times

- **Reviewed Formal Framework** – grants.gov, state-specific registration, foundations websites
- **Homework** On Each Grantmaker
- A Grant **Calendar**
- **Relationships** – Relationship building/ongoing
Writing the Grant - Objectives

SMART Objectives

- **Specific:** Provide the “who” and “what” of your program activities.
- **Measurable:** Quantify the amount of change expected.
- **Achievable:** Program goals must be attainable within a given time frame, there must be a clear plan to achieve them.
- **Relevant/Realistic:** Accurately address the scope of the problem and the programmatic implementation steps to solve the problem.
- **Timely:** Time frame to meet the objectives
Writing the Grant – Storytelling

Storytelling

• Organizations **Impact**

• **Humanizing** the impact – stories illustrating those that benefit

• **Interviews** – staff, donors, volunteers, recipients
Writing the Grant – Approach

Approach - Answer all the **Right** questions

- **What need** does your organization meet in the community?
- **What makes** your organization **distinct** from the rest?
- **How will** your organization/project make an impact? Be specific, with **concrete** actions detailed.
- **How will you sustain** your program/improvement once the project is completed.
Writing the Grant – **Capacity, Budget, Writing**

- **Capacity** to Implement – provide information
  - Organization
  - Staff experience
  - Consultant

- **Budget** - Tells Your Story – leveraging other resources, in-kind, dollars, volunteers, based on estimates, clear

- **Writing**
  - Reader **knows nothing** about the organization
  - Use **simple**, effective language
  - Don’t **self-edit** the proposal
Post Grant Award – Communication, Measurable, Maintenance

**Communicate**
- Beginning, during, end, after
- Events – ground breaking/opening

**Measurements**
- New users, activities, increase in trash, etc.
- Grants Manager
- Annual Reporting – HUD/Governing Boards
- Before/After Photos
- Neighborhood input – meetings, survey, etc.

**Maintenance/Records**
- 1 year, 2 years, etc.
- SHRA/HUD Monitoring
Questions ?