



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 ?