

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The central text is positioned in the white space between these green elements.

# Proposal Writing for Grant Funding

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# Overview of Grant Funding Process

- ▶ Program/Project Information
  - ▶ What are you asking for?
  - ▶ How much are you asking for?
- ▶ Planning/Research -
  - ▶ Who are you asking?
- ▶ Writing
  - ▶ Template - *So you don't have to recreate the wheel every time*
  - ▶ Applications
- ▶ Submission
  - ▶ Dotting the I's and Crossing the T's - *deadlines, attachments, signatures, etc.*

# Grant Project/Program Choice

- ▶ Must be a priority for your organization
  - ▶ DO NOT create a program to fit the grant
- ▶ Should be well defined in scope
  - ▶ What, Why and Who
- ▶ MUST have a final budget
  - ▶ Expense - specific cost categories
  - ▶ Revenue - Plan for funding relative to agency budget

**PRO TIP: Using the same budget format as your agency budget makes tracking and reporting on the use of grant funds easier.**

# Proposal Elements

- ▶ Organizational Introduction
- ▶ Need/Problem
- ▶ Program/Project
- ▶ Results
- ▶ Evaluation
- ▶ Future Support
- ▶ Budget
- ▶ Supplemental Information

# Proposal Elements

## Organizational Introduction

Describes the applicant organization and demonstrates its qualifications for funding (credibility)

# Proposal Elements

## Organizational Introduction - *Sample Template Pg. 1*

### ▶ Mission and History of Organization

#### ▶ Mission Statement

**YOUR ORGANIZATION MUST HAVE A MISSION STATEMENT THAT ADDRESSES WHAT YOU DO, WHY YOU DO IT, AND WHO BENEFITS**

▶ 1 to 2 sentences

▶ Descriptive not Narrative

#### ▶ History

▶ Organizational beginnings, evolution through present day

▶ Tell your organization's story

▶ Be as concise as possible, but cover all pertinent milestones

# Proposal Elements

## Need/Problem

Drives the planning process and serves as the basis of the request for funding

# Proposal Elements

## Need/Problem - *Sample Template Pgs. 1 & 2*

- ▶ **Focus on needs/problems of the beneficiaries, not the organization**
- ▶ **Demonstrate alignment with:**
  - ▶ Organization's mission and service capacity
  - ▶ Funder's interests
- ▶ **Demonstrate the need/problem**
  - ▶ Who is affected?
  - ▶ How are they affected and to what extent?
  - ▶ Why is this happening?
  - ▶ What can be done about it? (Transition to Program/Project)
- ▶ **Document the need/problem with data**
  - ▶ Hard data - facts, statistics, studies
  - ▶ Soft data - quotes, stories, input from those affected



# Proposal Elements

## Program/Project

Describes the activities to be conducted to achieve the desired results

# Proposal Elements

## Program/Project - *Sample Template Pg. 2-7*

- ▶ Describe how your organization will respond to the need/problem
  - ▶ Methods
  - ▶ Staffing
  - ▶ Facilities & Equipment
  - ▶ Timeline
- ▶ Describe the reach of your program/project
  - ▶ Specify what you want to accomplish
- ▶ Explain who will benefit
  - ▶ Target population
  - ▶ Ancillary beneficiaries
- ▶ Discuss collaborations
  - ▶ Who's doing what and why

# Proposal Elements

## Results

Defines how the problem/need will change as a result of the program/project

# Proposal Elements

Results - *Sample Template Pgs. 7 & 8*

- ▶ Define results that are specific and measurable
  - ▶ A change in the problem, condition or situation
  - ▶ A change in the cause of the problem, condition or situation
  - ▶ A change in agency service in order to address the need/problem
- ▶ Define timeframe for program/project
  - ▶ Time-limited, seasonal or service addition

# Outcomes vs. Outputs

## Results - Outcomes

- ▶ Outcomes define how the applicant expects the Need/Problem to change as a result of the Program/Project
  - ▶ Other terms used for this concept include:
    - ▶ Behavioral Objectives
    - ▶ Impact
    - ▶ Outcome Objectives
    - ▶ Performance Objectives
    - ▶ Goals
    - ▶ Outcomes
    - ▶ Program Aims

# Outcomes vs. Outputs

## Outcomes Examples

- ▶ *Of the 50 sixth graders who read at a third-grade level, 25 (50%) will increase their reading skills by one grade level in six months as measured by the standard achievement test for reading*
- ▶ *Hospital data will show that between June 2019 and December 2019, the number of patients who suffered secondary infections decreased - total did not exceed 50, a decrease of 50% from the current six-month average of 100*
- ▶ *By June 2019, data from the county Department of Labor will document that employment in the peat moss industry has increased from its current level of 150 employees to 500 employees*

# Outcomes vs. Outputs

## Results - Outputs

- ▶ Detailed description of the activities/approaches the applicant will use to accomplish Results - can include quantity targets
  - ▶ Other terms used for this concept include:
    - ▶ Activities
    - ▶ Methodology
    - ▶ Procedures
    - ▶ Program Design
    - ▶ Strategies

# Outcomes vs. Outputs

## Outputs Examples

- ▶ Provide 50 sixth graders with 6 months of intensive tutoring and reading-skill development
- ▶ Implement a new hospital-wide hand washing procedure that will result in a 50% decrease in secondary infections among patients
- ▶ Establish 2 peat moss harvesting and process plants by June 2019 which will provide 350 new jobs



# Proposal Elements

## Evaluation

Presents a plan for assessing whether activities are producing the proposed results and proceeding as planned

# Evaluation Plan

## Evaluation - *Sample Template Pgs. 8 & 9*

- ▶ Includes plans for evaluating results - both outcomes and outputs
  - ▶ Outcomes: Documentation of Change in the Need/Problem
  - ▶ Outputs: Measurement/Description of Project/Program elements
- ▶ What will be measured and what is the baseline
- ▶ Information Collection
  - ▶ What, How and When
- ▶ Who is responsible for evaluation
- ▶ What reports will be produced
- ▶ How will evaluation report will contribute to program improvement

# Proposal Elements

## Future Support

Presents a plan to secure future support if the program/project is to be continued

# Proposal Elements

## Future Support - *Sample Template Pg. 9*

- ▶ Present specific, realistic and credible funding approach
  - ▶ Aligned with organization's existing fundraising strategy
- ▶ Document any committed future support
  - ▶ Matching gifts
  - ▶ Planned gifts
  - ▶ Other Grants
- ▶ Include all resources, not just cash
  - ▶ In-kind
  - ▶ Volunteers - *Monetary value of volunteer hours*

# Proposal Elements

## Budget

Itemizes cash and in-kind resources necessary to operate the program/project; Shows how contributions from the funder, other partners and the applicant will be allocated

# Proposal Elements

## Budget

- ▶ If provided, follow funder's directions exactly; otherwise, budget should conform to organization's format
- ▶ Identify resources, other than requested grant, that will contribute to the operation of the program
- ▶ Provide solid estimates based on real data
  - ▶ Supplier/contractor quotes
  - ▶ Price checks
  - ▶ Agency experience
- ▶ Include administrative overhead, even if not part of the request
- ▶ Make sure all the numbers add up!

# Proposal Elements

## Supplemental Information

- ▶ 501(c)(3) Designation Letter
  - ▶ Dated within the last 5 years
- ▶ IRS Form 990
  - ▶ If your agency is required to file
- ▶ Agency Budget, current fiscal year
- ▶ Financials - Statement of Activities, Statement of Financial Position
  - ▶ Current Year-to-Date
  - ▶ Most recent completed Year-to-Audited
  - ▶ Most recent Audited
  - ▶ **SOA should be Budget-to-Actual**
- ▶ Board of Directors Listing
  - ▶ Including professional affiliations, contact information and demographic information

# Proposal Elements

## Supplemental Information

- ▶ Executive Summary
- ▶ Annual Report
- ▶ Organizational chart
- ▶ Agency budget, next fiscal year projected
- ▶ Volunteer opportunities



# Keys to Success

- ▶ PROVIDE ALL THE INFORMATION THE FUNDER REQUESTS
- ▶ DO NOT MISS DEADLINES
- ▶ DO NOT BE DISCOURAGED BY DENIALS

# After Submission

- ▶ **Materials Received Call**
  - ▶ Were materials received
  - ▶ When will they be reviewed
    - Or, if notification of receipt is received -
- ▶ **Status Call**
  - ▶ Has the proposal been reviewed
  - ▶ Are any additional materials needed
- ▶ **Board Networking**
  - ▶ Identify who on your board knows someone on the funder's board
  - ▶ Work with board member to facilitate support of submitted request

# Grant Awarded

## Next Steps

- ▶ Send thank you letter
- ▶ If required, fully complete, execute and return grant contract by the funder's deadline
- ▶ Provide reporting on the program/project as laid out in your proposal or follow the funder's requirements
- ▶ Find out when your organization is eligible to apply again
- ▶ **Do apply again**

# Grant Declined

## Next Steps

- ▶ Send a thank you letter
- ▶ Follow up with a phone call to discuss:
  - ▶ Why denied
  - ▶ Changes or Adjustments needed
  - ▶ If/When you may reapply
- ▶ Don't take it personally
- ▶ **Be persistent**

Questions?