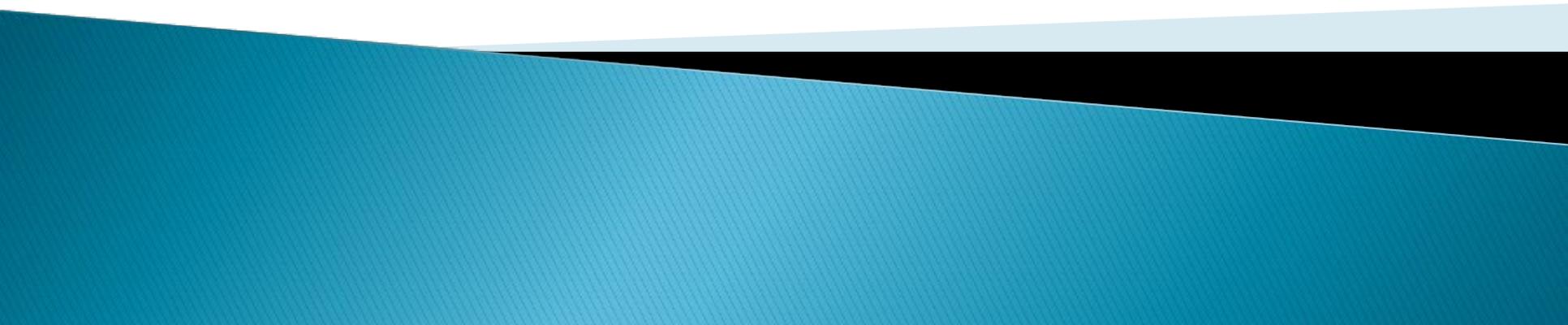


HOW TO EFFECTIVELY APPLY AND PLAN FOR OTHER FUNDING



Areas Addressed in Toolkit

- ▶ Sources of Funding
 - ▶ Project Development
 - ▶ Proposal Development
 - ▶ Public Relations
- 

12 Steps To Success

1. Learn about the sources of grant funding
 2. Examine your attitudes towards grantsmanship
 3. Structure your program to maximize your ability to win grants
 4. Develop fundable ideas
 5. Research the grants market
 6. Pinpoint the most likely sources of grant support
 7. Effectively manage the initial contact
 8. Write and submit your proposal
 9. Follow-up
 10. Deal effectively with the grant interview
 11. Make the most out of the funding source's decision
 12. Develop continued grant support
- 

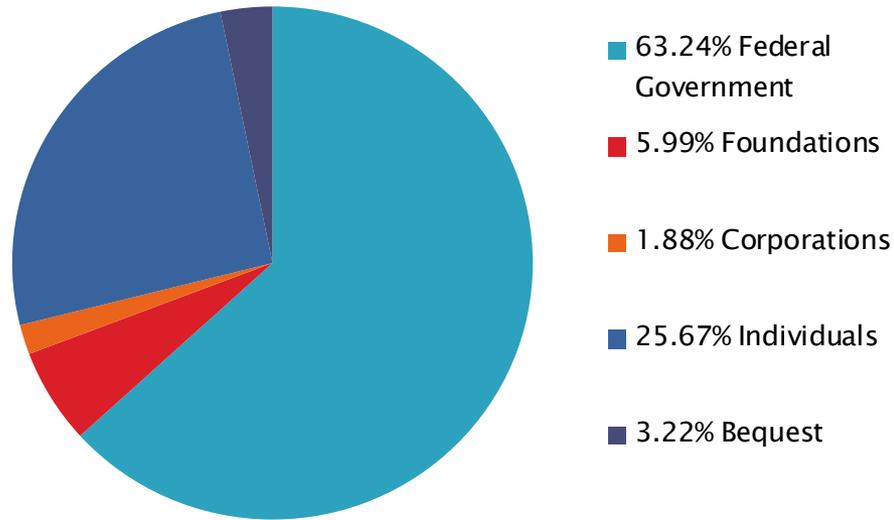
Section 1 : Sources of Funding

- ▶ Federal
 - ▶ Foundations
 - ▶ Corporations
 - ▶ Individuals
 - ▶ Bequests
- 

Section 1 : Sources of Funding

- ▶ Federal – 707 billion
 - ▶ Foundations – 67 billion
 - ▶ Corporations – 21 billion
 - ▶ Individuals – 287 billion
 - ▶ Bequests – 36 billion
- 

Section 1 : Sources of Funding



Section 1 : Sources of Funding

▶ Federal Funding

- 26 Federal Agencies That Issue Grants
 - Over 900 Different Grant Programs
 - Catalog of Federal Domestic Assistance (CFDA)
 - Grants.gov
- 

Section 1 : Sources of Funding

▶ Foundations and Corporations

▪ Types of Foundations

- **Independent Foundations**
Established by a family or corporation but not governed by the family or corporation
- **Family Foundations**
Funded by an endowment from a family
- **Corporate Foundations**
Created and funded by business corporations
- **International Foundations**
Foundations based outside the US that make grants in their own countries and overseas

Section 1: Sources of Funding

▶ Foundations and Corporations

■ Researching Foundations

- **Foundation Center**
 - www.foundationcenter.org
 - Foundation Directory (print and CD)
 - Available at large public & university libraries
- **Guidestar**
 - www.guidestar.org
- **Chronicle of Philanthropy**
 - www.philanthropy.com

Section 1: Sources of Funding

▶ Researching Federal, Foundation, and Corporate Grants

- Contact information
- Specific program area
- Name of key staff contact
- Priorities
- Giving history
- Eligibility
- Funding levels
- Funding cycles
- Deadlines
- Review, process, selection criteria
- Matching requirements

Section 1 : Sources of Funding

▶ Individuals and Bequests

▪ Giving Is A Human Connection

▪ Why People Give

- Someone asked
 - Felt emotionally moved by someone's story
 - Want to feel they are changing someone's life
 - A sense of closeness to the community
 - Feel connected to other people
 - Feel fortunate and want to give something back
 - Someone they were close to received services from the program
 - Want to be seen as a leader
 - Religious reasons
- 

Section 1 : Sources of Funding Tools

- 1. Prospect Worksheet**
- 2. Project Development Worksheets**

Section 2: Getting Support for Your Program

- ▶ Community Outreach/Public Relations
- ▶ The Six Easy Steps To Developing a Public Relations Plan
 - Step 1: Auditing your current public relations
 - Step 2: Establish your goal and public relations objectives
 - Step 3: Identify your audiences
 - Step 4: What messages do you want to send
 - Step 5: Determine the various media that will be used
 - Step 6: Develop your action plan and budget

Section 2: Getting Support for Your Program

▶ Social Media

- Facebook
 - Instagram
 - Twitter
 - YouTube
 - LinkedIn
- 

Section 2: Getting Support for Your Program Tools

- 1. Public Relations Assessment Questionnaire**
 - 2. Social Media Toolkit**
- 

Section 3: Proposal Development

▶ Proposal Development Team

- **Step 1** Identify the individuals who will be responsible for the development of the proposal.
- **Step 2** Identify the individual who will serve as the Proposal Development Supervisor.
- **Step 3** Conduct a meeting to detail all the components of the proposal and the individuals responsible for each component.
- **Step 4** Assign timeframes for completion of each activity. A sample proposal development calendar is located on page 16.
- **Step 5** Schedule periodic meetings of the proposal development team.

Section 3: Proposal Development

▶ Proposal Development Calendar

PROPOSAL DEVELOPMENT CALENDAR

Project: _____ Date Completed: _____

Timeline for Completion

Required Component	Grant	Person Responsible	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	Due Date
Program Components											
1. Statement of Problem and Need											
2. Program Description											
3. Goals/Objectives											
4. Methods											
5. Timeline											
6. Evaluation											
7. Other											
Financial Components											
1. Staff Pattern											
2. Training											
3. Travel											
4. Contractual Needs											
5. Supplies and Equipment											
6. Office Space											
7. Indirect											
8. Other											
Forms and Certifications											
1. Accounting Systems Cert.											
2. Management Systems											
3. Tribal Resolutions											
4. Support Letters											
5. Resumes											
6. Clearances											
7. Other Documents											

Department Director

Proposal Development Supervisor

Section 3: Proposal Development

▶ Components Of A Proposal

- 1. Program Description
- 2. Introduction
- 3. Problem Statement
- 4. Goal and Objectives
- 5. Methods
- 6. Evaluation
- 7. Budget

Section 3: Proposal Development

▶ Program Description

- Outlines the proposed project and should appear at the beginning of the proposal.
 - Cover letter or a separate page, but should definitely be brief no longer than two or three paragraphs.
 - Prepare the program description after the proposal has been developed
- 

Section 3: Proposal Development

▶ Introduction

- The Introduction is the section in which you build your credibility.
- Include in the introduction
 - History of the Program
 - Demographics of the Program
 - Some of the most significant accomplishments
 - Goals
 - What support you have received from other organizations and prominent officials

Section 3: Proposal Development

▶ The Challenge or Problem Statement

- The problem statement makes a clear, concise, and well-supported statement of the challenge to be addressed.
- The problem statement:
 - Describes the challenge or need that will be addressed
 - Identifies the target population
 - Educates the reader regarding the issues
 - Motivates the funder to help

Section 3: Proposal Development

▶ Tips for Writing the Problem Statement

- Define the problem as a problem, not as the lack of a particular solution you have all ready formulated.
- Define clearly the problems with which you intend to work. Make sure that what you want to do is workable – that it can be done within a reasonable time, and with a reasonable amount of money.
- The need should be related to the Program's mission.
- Express the need or problem in terms of the community in the area you serve (Not the program's need for help).
- Use objective data to support needs (e.g. statistical evidence, expert testimony, etc.)

Section 3: Proposal Development

- ▶ Tips for Writing the Problem Statement (con't)
 - Describe how your project will meet the need without criticizing others.
 - Note if the project will be a model that can be used elsewhere.
 - Write in a clear, brief, compelling style that avoids jargon.
 - Use real life stories to illustrate need.

Section 3: Proposal Development

▶ Goal and Objectives

- The **GOAL** is a broad general statement of what the program hopes to accomplish; the long-range benefit.
- The **OBJECTIVES** are measurable time-specific outcomes that are expected to be achieved as part of the grant.
- Objectives define:
 - Who
 - What
 - When
 - Where
 - How

Section 3: Proposal Development

▶ Tips for Writing Objectives

- Relate objectives to the needs statement
 - State in quantifiable terms
 - State in terms of outcomes not methods
 - Use words like to reduce, increase, decrease, expand, etc.
 - Identify the group that will be served
 - Specify realistic objectives that can be accomplished in the time frame
 - Ensure that you have a way to measure the objective
- 

Section 3: Proposal Development

▶ Methods

▶ The methods will detail:

- **INPUTS.** The activities to occur along the related resources and staff needed to operate the project.
- **THROUGHPUTS.** Describes how the parts interrelate, where personnel will be needed and what they are expected to do. Identify the kinds of facilities, transportation, and support services required.
- **OUTPUTS.** Explain what will be achieved through 1 and 2 above; i.e., plan for measurable results.

Section 3: Proposal Development

▶ Tips for Writing the Methods

- Link methods to the objectives
 - Describe what will occur (how), when it will occur, and the rationale (why) the method was selected
 - Use a timetable to illustrate when the activities will occur
 - Note all steps that will be taken to reach each objective
- 

Section 3: Proposal Development

▶ Evaluation

- The evaluation describes the process that will be used to determine the projects effectiveness and the efficiency of the project.

▶ The Evaluation Section

- Describes the evaluation process
- Identifies the indicators and data collection methods that will be used to measure success
- States who will do the evaluation
- Describes how the evaluation data will be used

Section 3: Proposal Development

▶ Tips for Evaluation Section

- Match the evaluation to the project
 - Specify the purpose of the evaluation at the beginning of the section; what questions will the evaluation answer
 - Build evaluation into the project
 - Explain the indicators that will be used to determine the achievement of each objective and explain how data will be collected
 - Include process and outcome components in the plan
 - Try to involve beneficiaries in the evaluation
- 

Section 3: Proposal Development

▶ Components Of An Evaluation Plan

- 1. **Activity** – Describe the activity you will be evaluating. (Describe your who, what, when, and where – the delivery structure you use to make your outcomes happen.)
- 2. **Beneficiaries** – Briefly describe the beneficiaries.
- 3. **Desired Result** – Explain what change will occur because of the described activity.
- 4. **Indicators** – Describe the concrete, observable thing you will look at to see whether you are making progress toward your desired result.
- 5. **Method/Title of Measure** – Describe the method you will use to determine if the described change occurs. Include the title of your instrument.
- 6. **Standard of Success** – Define a level of success you hope to achieve.

Section 3: Proposal Development

▶ Components Of An Evaluation Plan

- **7. Respondents/Number of Measurements** – Describe who will complete each instrument and include an estimate of the number.
- **8. Data Collection** – Describe who will be collecting the data and how often data will be collected.
- **9. Data Aggregation** – Describe who will be aggregating the data and how often data will be aggregated.
- **10. Data Analysis** – Describe who will be analyzing the data and how often data will be analyzed.
- **11. Reporting** – Describe who will be writing the report, frequency, and who will receive the report.

Section 3: Proposal Development

▶ Budget

The budget is the dollar expression of the project being propose. It is an estimate of the expenses that you anticipate.

▶ Personnel

- Wages and Salaries
- Fringe Benefits
- Consultants & Contract Services

▶ Non-Personnel

- Postage
- Insurance
- Other items that do not logically fit anywhere

▶ Non-Personnel

- Space Costs
- Rental, Lease or Purchase of Equipment
- Consumable Supplies
- Travel
- Telephone

▶ Indirect

Section 3: Proposal Development Tools

1. Pre-Proposal Approval Form
 2. Proposal Team Meeting Sample
 3. Proposal Development Calendar
 4. Program Description
 5. Introduction
 6. Problem Statement
 7. Objective Worksheet
 8. Methods
 9. Evaluation Plan
 10. Budget Planning Worksheet
 11. Budget By Line Item and Budget Justification Spreadsheet
- 

Section 4: Follow Up

- ▶ Think of your project as a product
 - ▶ Think of the funding source as your customer
 - ▶ Your task is to structure your product, and your “promotion” to fit the needs of your customer
 - ▶ To succeed with grants, you must always tailor your appeal
- 

Section 4: Follow Up

Proposal Presentations

▶ Funders want to know:

- Past accomplishments (personal and organizational)
- Demonstration of Competence
- Concrete plans for action
- Thorough knowledge and understanding of your field
- Project results accurately predicated
- Demonstration of community support

Section 4: Follow Up

▶ What Next

- Cultivate, cultivate, cultivate
 - Approach any contact as an opportunity for long term funding
 - Even if you are not successful learn how the proposal can be strengthened
 - If you receive an award, always submit your reports on time
- 

Section 4: Follow Up Tools

- 1. Follow Up Activity Worksheet**
 - 2. Follow Up Tasks Worksheet**
 - 3. Reporting On The Grant**
- 