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

- 63.24% Federal Government
- 5.99% Foundations
- 1.88% Corporations
- 25.67% Individuals
- 3.22% Bequest
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 locate on page 16.
- **Step 5** Schedule periodic meetings of the proposal development team.
Section 3: Proposal Development

Proposal Development Calendar

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

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
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 already 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
Methods

The methods will detail:

- **INPUTS.** The activities to occur along the related resources and staff needed to operate the project.

- **THOUGHPUTS.** 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 project's 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 your 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.
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
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
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