

Grant Writing for Non-Profit Organizations

Nicole Yuan and Jessica Skarda
University of Arizona

Carol Hensell
Arizona Department of Health Services

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Goals for Presentation

- To increase understanding of the grant writing process.
- To facilitate sharing of grant writing experiences, strategies, and lessons learned among ADHS funded Contractors.



Truth About Grant Writing

Best way to never get a grant...

Don't write one!

Best way to get a grant...

Follow instructions!

(From: <http://www.engr.ncsu.edu/ora/preaward/documents/GrantWritingMadeEasy.pdf>)

Preparation (Before Begin Writing)



Preparation activities:

- Think about who you are as an organization and what you want to accomplish.
- Think about the needs of your community and the programs and services you would like to offer.
- Think about what type of funding and resources that you need to complete this work.

Preparation (Before Writing the Proposal)

More preparation activities:

- Research and develop some innovative program designs, strategies, and evaluation techniques (i.e., if we had the funds and resources, I'd like to...).
- Build partnerships for current and future projects.
- Keep a look out for funding opportunities.
- Contact the funder and ask questions.

Finding a Funding Source (Public)

Federal agencies

- Formula grants
- Non-competitive grants
- Competitive grants



State and local agencies

Finding a Funding Source (Public)

Advantages of Public Sources

- Purpose is determined by legislation.
- They have the most money and may award large contracts.
- Most likely to pay all costs, including indirect costs.
- They have specific formats/forms for proposal writing.
- Websites provide helpful information.
- Often offer technical assistance.
- Funds are available for profit and non-profit organizations.

(From: <http://literacy.kent.edu/Oasis/grants/publicVSprivate.html>)

Finding a Funding Source (Public)

Disadvantages of Public Sources

- Most competitive type of funding.
- Tend to be more bureaucratic.
- Proposal requirements may be long and complex.
- May be difficult to sell new ideas or high-risk approaches.
- Availability of funds may change depending on political trends (resulting in lack of security of some programs).

(From: <http://literacy.kent.edu/Oasis/grants/publicVSprivate.html>)

Finding a Funding Source (Private)

Two types of private funding:

- Private sector grants
- Non-profit organization grants



Finding a Funding Source (Private)

Advantages of Private Sources

- Tend to focus on current, emerging issues.
- Wide range in size of grants offered
- Some proposals are not complex.
- Often fewer applications because topics are more specific.
- May be more flexible and responsive to unique needs and circumstances.

(From: <http://literacy.kent.edu/Oasis/grants/publicVSprivate.html>)

Finding a Funding Source (Private)

Disadvantages of Private Sources

- Grants are usually smaller.
- Priorities can change rapidly and continuation of support may be challenging to predict.
- Less likely to cover all project costs; may not cover indirect costs.
- May be more difficult to find information about procedures and policies.
- Limited staff and technical assistance.

(From: <http://literacy.kent.edu/Oasis/grants/publicVSprivate.html>)

Writing the Abstract/Summary

Tips for the Abstract/Summary:

- Identification of applicant/organization and their credibility
- Issue/problem that will be addressed
- Justification for proposed program
- Program objectives and related activities
- Total budget and amount requested from funder
- Time period for project
- Expected results and implications

Writing the Problem Statement (Statement of Need)

Tips for the Problem Statement:

- Include background research, including quantitative data, which supports your argument.
- Make it interesting to read.



Writing the Goals and Objectives

Tips for Objectives:

- Use quantifiable terms.
- Be measurable. Help measure progress towards goals (and effectiveness).
- Follow the SMART formula:



S = specific

M = measurable

A = attainable

R = relevant

T = time-bound

Writing the Methodology or Program Design

Tips for Methods section:

- Explain why your methods are the most appropriate for achieving your goals.
- Should be tied to problem statement, goals and objectives, and budget.
- Identify the supplies, resources, and staff needed for the project.
- Provide a timeline.



Writing the Evaluation Section

Tips for Evaluation section:

- Make sure it is consistent with objectives and methods.



- State what records you will keep and/or what data you will collect (and how you will collect that data).
- Describe the planned analyses.
- Indicate how the results will be used.
- State who will conduct the evaluation (project staff or external evaluator).

Describing the Non-Profit Organization

Tips for Non-Profit description:

- Assume that the reviewers are unfamiliar with your organization.
- Provide the names of board members and staff.
- Include financial information (i.e., budget, donations).



Creating the Budget

Tips for Budget section:

- Make sure all the figures and calculations are accurate.
- Specify direct costs (i.e., personnel, fringe benefits, travel, equipment, and supplies).
- Specify indirect costs for overhead/administrative expenses.

After Submitted Grant Proposal

Tips for post-submission activities:

- Be active **AFTER** submit proposal too!
- Contact the funder about status, evaluation, and outcome of proposal.
- Request feedback on strengths and weaknesses.



Common Mistakes and Lessons Learned

- Lack of tailoring to the funder

- Too little detail

- Too much detail



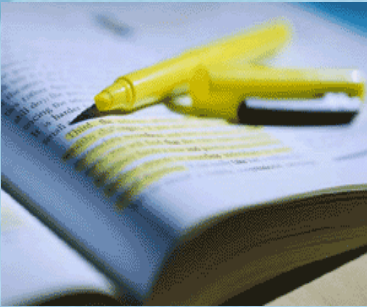
- Too much detail about the “why” and not enough about the “how”

- Poor writing

- Unrealistic budgets

- Little quantitative data

Discussion Question



**What lessons
have YOU learned
about grant writing ?**



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Contact information:

Nicole Yuan and Jessica Skarda

Phone: (520) 626-7215

**Emails: nyuan@email.arizona.edu,
jskarda@email.arizona.edu**