

Grant Writing Tips and Tools

Presented by Wendy Plandowski



A bit about me...

- Wendy Plandowski
- ❖ Have both awarded grants and applied for grants!
- ❖ Appreciate both sides of the equation and how much work has gone into the process
- ❖ Lakeland College
- ❖ Lloydminster Region Health Foundation
- ❖ Volunteer – Summer Games, Chamber, Rotary
- ❖ Love to do the research



Our Goals For Today's Workshop

- Demystifying the "GRANT"
- Who Gives Grants?
- How Do They Make their Decisions?
- Tips and Strategies for Prospecting Grants
- Conceptualizing Your Grant
- Tips To Get You Started on the Path to Success
- The Writing Process
- Secrets to Success
- Best Practices for Post Grant Stewardship



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Demystifying the Grant Process

- Q: What is special about a grant?
- A: Typically, a grant is tied to a specific project or activity. Grants usually have a budget and timeline that are outlined in a signed grant agreement. A grant agreement may require reporting throughout the grant period and/or at the conclusion of the project or activity.

- Q: How do grants differ from donations?
- A: Grants differ from donations in that donations tend to be much more general and flexible than grants. A donation can be used to support a nonprofit's programs, services, or operating expenses. It is less common for a donation to have restrictions as to how the funds can be used. You can often learn about how a nonprofit uses its donations in ongoing donor communications or in an annual report made available to all donors.

Why Grants?

- Q: What do grants and donations have in common?
- A: Both are tax deductible and can be made by either individuals or corporate funders. And both can be used to support meaningful causes.

- Q: Why do some organizations make grants while others make donations?
- A: The decision to make a grant rather than a donation depends on many factors. When done well, a grant encourages more collaboration between the funder and the recipient organization. A grant gives some control to the funder as to how funds are used and sets conditions for future funding.



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What organizations offer grants?

- Government – all levels
- Private Foundations
- Public Foundations
- Corporations



Foundations exist to Give Money away!

Well that's a relief! We need to have some swagger to find these grants!

However, they only give money away to priorities outlined in their mission, so that's where the research comes in

The key to seeking foundation grants, or any grants for that matter is to match the organization's priorities with the foundation's as exactly as possible

Contact with the foundation can verify the match and proper application procedures

In most cases, a formal application is required to describe project and funding being sought



Is the organization
successful in its
programs and fiscal
management

Is the budget complete
and fiscally responsible

Are there independent
funding resources

Is it stable with a
strong board

Is there a duplication in
the service area

Is the organization well
supported by other
entities

Are the staff
competent and
experienced

Is the program or
project original and
innovative

Is the program capable
of documenting its
outcomes and benefits
post grant

How do they make their decision

Prospecting – Where to find the grants

Internet Search

Provincial Grant Directories

www.saskatchewan.ca/government/municipal-administration/funding-finances-and-asset-management/funding

Other Non-Profit Donor “DONOR WALLS” ETC

Stakeholders

Grant Service

Conceptualize Your Grant

Tap into the passion



Before You Begin to Write



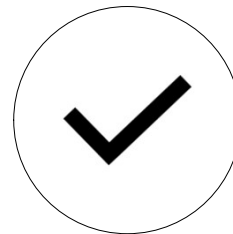
Determining exactly what your project is going to accomplish



Be able to state exactly why your project is important



How your project fits with the funder's priorities?



Decide what is important to include in your grant

Grant Tips and Tools to get you started

Think about	Do	Use
Think about doing a SWOT analysis: Strengths, Weaknesses, Opportunities and Threats	Maybe do a PESTAL Analysis: Political, Economic, Social, Technological, Environmental and Legal opportunities and challenges	Use a tool like ASANA to keep your team organized and monitoring action items etc.



Organization fact sheet

IT SEEMS SO SIMPLE!!

The fact sheet

- This will save you time
- And make you money 😊
- Should include info like Board members and their addresses, positions
- Mailing address, physical address
- Corporate Returns if required
- Budgets
- Organization Strategic Plan – Mission, Vision, Goals



*Stacy
Madenko*

Basic Grant Fact Sheet Template



Organization Name:	
Address:	
Primary Contact Name:	
Phone:	
Email:	
Website:	
Charitable Registration Number:	
Mission Statement:	
Board Members (Min 3):	
Address and Occupation:	
Address and Occupation:	
Address and Occupation:	





WRITING BEGINS

Build the Grant

First:

- Make it clear to the reviewer that the project matches the funder's priorities

Second:

- Read request for proposals and instructions carefully

Third:

- Re-read the instructions and highlight keywords the funder emphasizes or uses frequently and statements that match your project's focus and goals

Fourth:

- Send what is requested (No more; No Less)
- Ensure you have the right contact information for the granting agency



Potential components of a Grant Application



Cover Letter



Executive Summary



Goal including
Community Context



Project Mission and
Objectives



Organizational
Capacity



Proposed Activities



Project Evaluation



Budget

Always start with an outline



Mindmapping works great



Sticky Workshop



Figure out your headings



Make sure you read the entire grant first!! Find all the information you will need and have it ready, especially if it is an online grant application



Be ready to print and / or save your final version



Needs Statement Example

- *"To help improve primary school children's reading levels, speed, and comprehension, we propose a novel educational programme that combines assistive reading systems, training for teachers, and an innovative incentive scheme."*

Overarching Statement of Need



There should be one overarching sentence that describes the reason for the request



Overall project objective and rationale



The problem you are going to address



The goals and objectives that will be met through the project

Language

Many grant reviewers are generalists rather than specialists and/or may not be experts in the specific field of your project

Effective grant proposals are written in easy, conversational language

What Do They Mean By White Space?

- Do not feel obliged to fill every space in the grant application or maximize the word limit

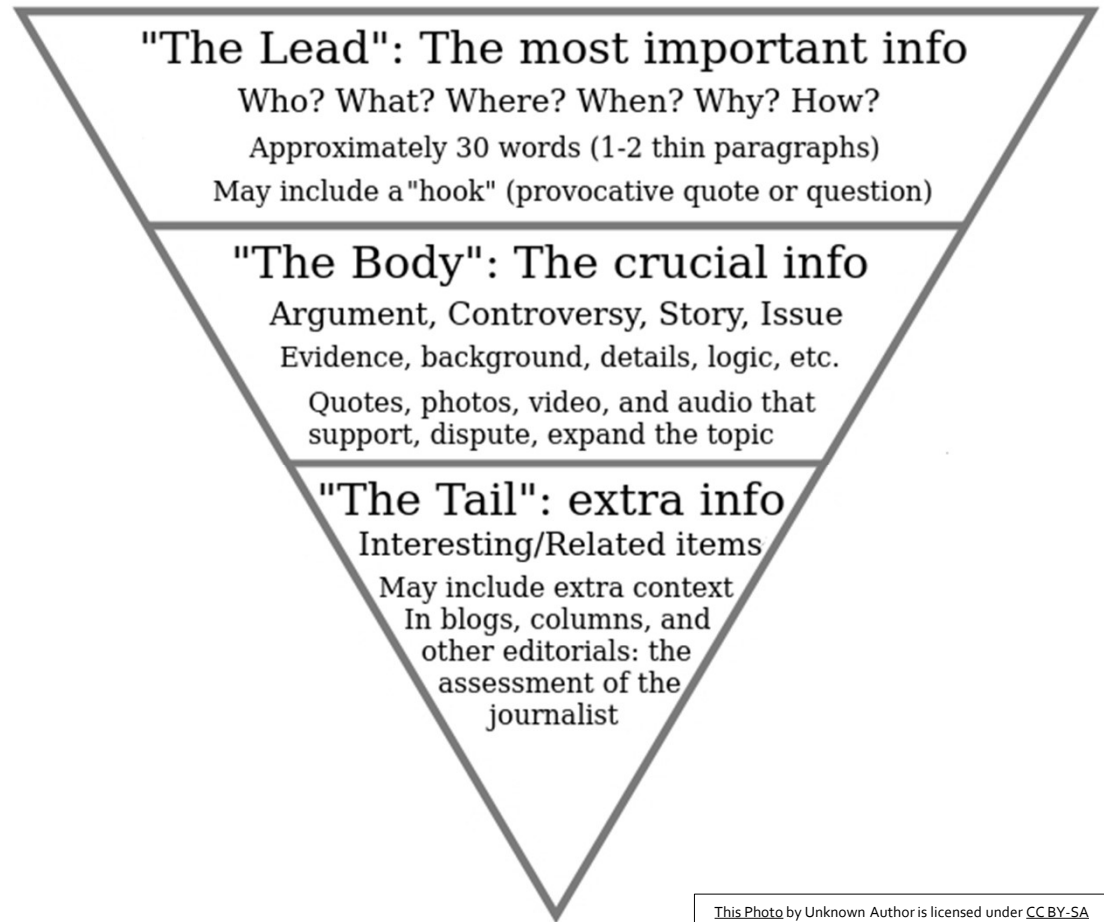
- Readability is improved with some spaces between paragraphs and sections

- Careful use of font size, subheadings, indents and bold/italics/underline can complement the use of white space

Upside Down Triangle Writing

- WRITING IS EFFECTIVE WHEN THE READER KNOWS WHERE THEY ARE GOING
- THE MAIN BUILDING BLOCK OF A PIECE OF WRITING IS THE PARAGRAPH
- EFFECTIVE PARAGRAPHS *BEGIN* WITH A "TOPIC SENTENCE"

(MORE READABLE, AND THUS EFFECTIVE, PARAGRAPHS *BEGIN* WITH A TOPIC SENTENCE)



Proof, Proof, Proof

Typos

Word counts that exceed limits

Page counts that exceed limits

Using abbreviations that are unknown or undefined

Not following instructions about:

- – Information to include in each section
- – The structure or headings to use
- – Fonts or other style requirements

Secrets to Success – Be Strategic

Does your organization have the capacity to accomplish what is being asked for in the grant application?

Is the amount of the grant worth your organization's effort to apply?

Are all your social media sites, website, etc. up to date?

What type of competition will you expect with this grant? (National versus Local Grants)

How are decisions being made on the grant?

Would a partnership strengthen the grant proposal?

What connections might your organization have with the granting agency? How could you leverage them?



ADMIN and POST-GRANT STEWARDSHIP

❖ Develop Grant Status Sheet

- ❖ Include Grantor, Contact Information, Date Sent, What was applied for, Success, Follow-up, Actions
 - ❖ Can use online management such as ASANA
- ❖ Send thank you letters
- ❖ Create Additional Project Management Sheets for Action Items



Here is what we covered in this workshop!

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Thank you everyone for being such a great group!



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