

Mastering the Art of Grant Writing

With

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. **What You'll Learn Today**

- **Understanding the grant writing process**
- **Key elements of a successful grant proposal**
- **Common pitfalls to avoid**
- **Tips for standing out to funders**



Understanding Grants

- **A grant is a sum of money given by an organization for a specific purpose.**
- **Types of funders and funding: government, foundation, corporate, capacity building, programmatic, endowment, general operations**
- **Examples of common grant programs in your field?**
- **Types of proposals: letters of inquiry, full proposals**

Getting Ready: The Pre-Writing Phase

- **Research potential funders — align mission and priorities, know your audience**
 - Grants.gov (USA)
 - Candid.org online course on foundations, proposal writing, budgeting
 - Foundation Directory Online (Free access at library)
 - Local government or nonprofit associations
 - Ask your board members/senior staff who they know
- **Understand grant guidelines and deadlines**
- **Create and follow a calendar for proposals and reports**
- **Assemble the right team and gather data**
- **Define clear, measurable goals for your project**

Key Sections of a Proposal

Many funders will provide a clear description of the expectations for the content and structure of your proposal. Typically these include:

- **Executive Summary:** Your project at-a-glance
- **Statement of Need:** Why is this important? Backed by data.
- **Goals & Objectives:** What you aim to achieve
- **Methods:** How you'll achieve it
- **Timeline**
- **Evaluation Plan:** How success will be measured
- **Sustainability Plan:** How the work will continue when the grant ends
- **Budget:**
 - Total amount needed for the project, and total amount requested of the funder.
 - Itemized breakdown of costs
 - other sources of support (may be in-kind, from the organization, or from other funders)

Writing Like You Want It

- **Be clear, concise, and engaging**
- **Tailor each proposal to the funder**
- **Use data and evidence to make your case**
- **Avoid jargon; write for a general audience**
- **Tell a story to engage the reader**

Mistakes That Can Sink Your Proposal



- **Ignoring guidelines or word limits**
- **Being too vague or overly ambitious**
- **Lack of measurable outcomes**
- **Weak or unrealistic budget**
- **Submitting incomplete applications**

Specifics Lend Credibility

Metrics enhance your impact stories.

Learning to infuse specificity to your writing leaves an impression that you have clarity in your goals and truly understand the impact your organization is having.

Sample Metrics	Measurement	Target	Actual
Audience attendance	# of attendees	150	120
Demographics (pop)	Pop/attendees	60	75
Social Media Interactions	# of impressions	10	15
Reading Level Improvement	Percentage (%)	90	95
SEL Scores	Percentage (%)	80	85

Numbers Count

Impact factor	Measurement	Target	Achieved
Audience interaction	Percentage (%)	85	88
Knowledge retention	Percentage (%)	75	80
Post-program surveys	Average rating	4.2	4.5
Referral rate	Percentage (%)	10	12
Collaboration opportunities	# of opportunities	8	10

Before You Submit

- **Proofread for errors and clarity**
- **Ensure all required documents are included**
- **Double-check formatting and submission guidelines**
- **Get feedback from colleagues or mentors**

Trusted Relationships Matter

- **Attend networking events and workshops**
- **Keep funders updated on your progress**
- **Be gracious, regardless of the outcome**
- **Establish long-term partnerships**

Thank
you

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