Grant Trends and Common Mistakes: Make Your 2020 Applications Shine!

Presented by

Alice Ruhnke
Founder and Owner
The Grant Advantage

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GrantStation | techsoup
Agenda

• Grant trends

• What are funders looking for and how can I increase my chances of success?

• Common mistakes and solutions

• Question and answers
Grant Trends

Grants are becoming more and more competitive
Grant Trends

• Increase in connecting a cause or an issue to a product

• Greater competition for poverty-related issues like feeding programs and basic needs

• More government funds available to address substance abuse and the opioid crisis
Grant Trends

• Increase in funding strategic collaborative efforts

• Corporate funding:
  – Increase of in-kind donations
  – Increase in funding activities that employees are connected with

• More funders are requiring that you involve those you serve in the design of your programs
In-Kind Donations

**Goods**: computers, software, furniture, and office equipment

**Services**: meeting space, photocopy and mail services, and administrative or financial support

**Expertise**: like legal, tax, or business advice; marketing and website development; and strategic planning
What Do Funders Want?

For a funder, a grant is *an investment in positive change.*

For an organization, it is a *tool used to address important issues within their community.*

Grants are about their *impact rather than the money.*

https://www.tgci.com/what-grant-proposal
Show Your Strengths, Not Your Needs

- Paint a picture for the funder that you are worthy of an investment
- Present solutions and show the impact you have had and will continue to have
What Do Funders Want?

Common Sections of Grant Applications

Organizational background

Need for project

Outcomes/impact on participants

Approach

Evaluation process

Project budget
Grant Writing 80/20 Rule

Level of detail and planning is becoming much more rigorous.
<table>
<thead>
<tr>
<th>Need</th>
<th>Program</th>
<th>Evaluation</th>
<th>Indicators</th>
</tr>
</thead>
<tbody>
<tr>
<td>Condition or Status of Community and Population Served</td>
<td>Outcomes (Short, Mid, Long Term)</td>
<td>Evaluation</td>
<td>Indicators (Short, Mid, Long Term)</td>
</tr>
<tr>
<td>Reasons Behind the Condition or Status of Population Served</td>
<td>Approach</td>
<td>Evaluation</td>
<td>Outputs</td>
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<tr>
<td></td>
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<td></td>
</tr>
<tr>
<td></td>
<td></td>
<td>Budget</td>
<td></td>
</tr>
</tbody>
</table>
Purpose of Each Section

<table>
<thead>
<tr>
<th>Background</th>
<th>Condition or Status of Community and Population Served</th>
<th>Outcomes (Short, Mid, Long Term)</th>
<th>Indicators (Short, Mid, Long Term)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Need</td>
<td>To establish your organization’s credibility</td>
<td>To identify the changes you anticipate in the target population</td>
<td>To determine how you will measure the changes in the target population</td>
</tr>
<tr>
<td>Program</td>
<td>To clearly define the problems experienced by the target population</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Budget</td>
<td>To identify the root causes of the problems described above</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evaluation</td>
<td>To outline what you will do to achieve your outcomes and address the root causes of the problem. Your budget is “spent” here.</td>
<td>To determine how you will measure your approach—quantity and quality of what you will do</td>
<td></td>
</tr>
<tr>
<td>Outputs</td>
<td>To outline and justify the funding needed to carry out your approach</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Grant Writing 101 Webinar offered by GrantStation
Mapping the Course Manual
How Can I Increase My Chances of Success?

• Identify matching funds

• Develop meaningful partnerships

• Create an outcome measurement system that measures the changes in those you serve
Matching Funds

Do you have other funds to support your grant request?

Most of the time, funders don’t like to fund 100% of a project or proposal.

Find match through real dollars or in-kind funds
Possible Sources of Match

“Real Money”

• Organizational funds

• Financial donations from individuals

• Money raised through fundraisers

• Other grants
Possible Sources of Match

“In-Kind”

• Volunteer activity
  – $25.43 in US in 2018
  – State-by-State Rate
  – Independent Sector

• Discounts—written confirmation

• Donations

<table>
<thead>
<tr>
<th>State</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>North Carolina</td>
<td>$24.19</td>
</tr>
<tr>
<td>North Dakota</td>
<td>$25.77</td>
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<tr>
<td>Ohio</td>
<td>$24.05</td>
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<tr>
<td>Oklahoma</td>
<td>$22.95</td>
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<td>Oregon</td>
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<td>Pennsylvania</td>
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<td>Rhode Island</td>
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<tr>
<td>South Carolina</td>
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<td>South Dakota</td>
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<td>Tennessee</td>
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<td>Texas</td>
<td>$25.10</td>
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<tr>
<td>Utah</td>
<td>$24.99</td>
</tr>
</tbody>
</table>
GrantStation In-Kind Resources

**Tracking In-Kind Contributions and Volunteer Hours**
Gregg Bossen, QuickBooks Made Easy
www.QuickBooksMadeEasy.com
The webinar will be offered again later on in the year

**Secure Cash Awards by Leveraging Product Donations**
Cynthia Adams, GrantStation CEO
Free archived webinar on GrantStation website
https://grantstation.com/public-resources/free-recorded-webinars-2
Partnerships

• Who else is doing the same kind of work in your community?
  – How are you unique or different?
  – How are you the same?
  – How can you share resources or partner together?

• What other organizations/agencies can support your work?

• How can you assist other organizations?
Root Cause Analysis

- Identify the “problems” your target population encounters with numbers and data.

- Now that you have the problem clearly identified, ask yourself, “Why does this problem exist?” For example, why is unemployment high? Why are youth dropping out of school before they graduate? Why are individuals homeless? Why are youth absent from school? Why are people in poor health?
Example: Afterschool Tutoring Program

Problem:
• 25% of students (100 youth) at MySchool Middle School are below proficient in math scores.
• 30% of students (120 youth) at MySchool Middle School are below proficient in reading scores.

<table>
<thead>
<tr>
<th>Root Cause Analysis</th>
<th>Partner/Gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parents don’t have the skills to help with out-of-school academic activities</td>
<td>Adult basic education provides adult literacy services</td>
</tr>
<tr>
<td>Youth don’t see the value in academic work</td>
<td>Gap that no one is filling--&gt;our project</td>
</tr>
<tr>
<td>Youth don’t have access to after-school hour tutoring programs</td>
<td>Gap that no one is filling--&gt;our project</td>
</tr>
<tr>
<td>Youth don’t have access to technology or academic resources during after-school hours</td>
<td>County school board is providing iPads to all students</td>
</tr>
</tbody>
</table>
## Partnership Identification Tool

<table>
<thead>
<tr>
<th>Businesses and Corporations</th>
<th>Possible Motivations</th>
<th>Potential Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Located in your community</td>
<td></td>
<td></td>
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<tr>
<td>Companies where your stakeholders work</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Companies that sell to your stakeholders</td>
<td></td>
<td></td>
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<tr>
<td>Vendor corporations</td>
<td></td>
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<tr>
<td>Affinity corporations</td>
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Download a free copy at
[www.thegrantadvantage.net](http://www.thegrantadvantage.net)
Resources tab
Grant Writing Resources
<table>
<thead>
<tr>
<th>Community Assets</th>
<th>Possible Motivations</th>
<th>Potential Resources</th>
</tr>
</thead>
<tbody>
<tr>
<td>Social service agencies</td>
<td></td>
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<tr>
<td>Educational institutions</td>
<td></td>
<td></td>
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<tr>
<td>Communities of faith</td>
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<tr>
<td>Elected officials</td>
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<tr>
<td>Governmental entities</td>
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<tr>
<td>Civic groups</td>
<td></td>
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<tr>
<td>Community gatekeepers</td>
<td></td>
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<tr>
<td>Healthcare organizations</td>
<td></td>
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<tr>
<td>Media outlets</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Funders</td>
<td></td>
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<tr>
<td>Public resources</td>
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</table>
Develop Outcome Measurement System

What are outcomes?
The changes or benefits your participants experience because they engaged in your programs

GrantStation Webinars

Logic Models: More Than Just Extra Work
February 20, 2020

www.grantstation.com
Why Measure Outcomes?

- To see if programs really make a difference in the lives of the people you serve
- To help programs improve services

- Recruit and retain talented staff
- Enlist and motivate volunteers
- Attract new participants
- Engage collaborators
- Garner support for innovative efforts
- Win designation as a model or demonstration site
- Retain or increase funding
- Gain favorable public recognition
Common Mistakes and Fixes

Application is boring and not engaging

Know who you are writing to
Use stories to capture mind and hearts
Be interesting!
Common Mistakes and Fixes

Not formatted the way the funder wants it

Follow the directions!!!
Common Mistakes and Fixes

Application is disjointed and inconsistent

Use the Program Planning Framework
Common Mistakes and Fixes

Application is disjointed and inconsistent

Use the Program Planning Framework
Common Mistakes and Fixes

Not enough detail

Assume that the reader/funder knows nothing about your organization, population served, how you provide services etc.
Grant Capacity Tip #1
Find a Friend

Connect and meet with an organization that is already receiving grants and ask them for mentoring, assistance, and guidance.

For federal and state grants, it is recommended to “find a friend” in one of the agencies to provide guidance.
Grant Capacity Tip #2
Read Successful Grants

Find them on the internet, by asking people if you can read their proposals, and on the following websites:

GrantStation
www.grantstation.com

The Grant Advantage
www.thegrantadvantage.net
Under Resources Tab
Grant Writing Resources
Grant Capacity Tip #3
Become a Grant Reviewer

Local community foundations
United Ways
State agencies
Federal agencies
Questions and Answers
Thank You for Participating!!!

Mapping the Course: A Practical Approach to Grant Writing

Original Price: $25.00
Sale Price: $20.00 through February 20, 2020
Order a copy today!
http://bit.ly/2tqX8DK

Alice Ruhnke
The Grant Advantage
www.thegrantadvantage.net
alice@thegrantadvantage.net
304.400.4894 (office)