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

Presented by

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Your Fast Track to Funding

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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 web site 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
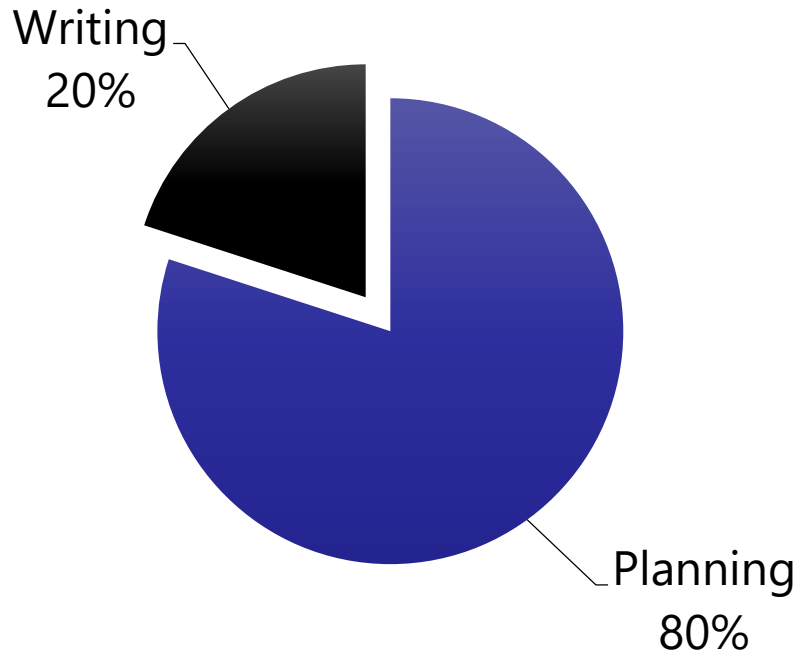
Outcomes/impact on participants

Approach

Evaluation process

Project budget

Grant Writing 80/20 Rule

Writing
20%

Planning
80%

Level of detail
and planning is
becoming much
more rigorous

Program Planning Framework

Need		Program		Evaluation	
	Background				
	Condition or Status of Community and Population Served		**Outcomes** (Short, Mid, Long Term)		**Indicators** (Short, Mid, Long Term)
	Reasons Behind the Condition or Status of Population Served		**Approach**		**Outputs**
			Budget		

Purpose of Each Section

Background						
To establish your organization's credibility						

Need	Condition or Status of Community and Population Served	Program	Outcomes (Short, Mid, Long Term)	Evaluation	Indicators (Short, Mid, Long Term)
	To clearly define the problems experienced by the target population		To identify the changes you anticipate in the target population		To determine how you will measure the changes in the target population
	Reasons Behind the Condition or Status of Population Served		Approach		Outputs
	To identify the root causes of the problems described above		To outline what you will do to achieve your outcomes and address the root causes of the problem. Your budget is "spent" here.		To determine how you will measure your approach—quantity and quality of what you will do
		Budget To outline and justify the funding needed to carry out your approach			

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

North Carolina	$24.19
North Dakota	$25.77
Ohio	$24.05
Oklahoma	$22.95
Oregon	$25.40
Pennsylvania	$24.94
Rhode Island	$26.82
South Carolina	$23.21
South Dakota	$21.91
Tennessee	$22.67
Texas	$25.10
Utah	$24.99

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.

Root Cause Analysis	Partner/Gap
Parents don't have the skills to help with out-of-school academic activities	Adult basic education provides adult literacy services
Youth don't see the value in academic work	Gap that no one is filling-->our project
Youth don't have access to after-school hour tutoring programs	Gap that no one is filling-->our project
Youth don't have access to technology or academic resources during after-school hours	County school board is providing iPads to all students

Partnership Identification Tool

Businesses and Corporations	Possible Motivations	Potential Resources
Located in your community		
Companies where your stakeholders work		
Companies that sell to your stakeholders		
Vendor corporations		
Affinity corporations		

Download a free copy at
www.thegrantadvantage.net
Resources tab
Grant Writing Resources

Community Assets	Possible Motivations	Potential Resources
Social service agencies		
Educational institutions		
Communities of faith		
Elected officials		
Governmental entities		
Civic groups		
Community gatekeepers		
Healthcare organizations		
Media outlets		
Funders		
Public resources		

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!!!

The Grant Advantage
Greater Impact Through Funding

Alice Ruhnke

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A Practical Approach to Grant Writing**

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