

School Advancement Series

**Grant Writing 101:
*Parts of a Proposal***

Presenters



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What do you hope to gain?

- Knowledge base
- I would like to find and write grants
- Current best practices
- I am always looking for helpful tactics
- Become a better grant writer or find someone that has the gifts to do this
- The best way to present the request
- To ascertain and address what they (grantor) is looking for
- Knowledge in grant writing
- Introduction to the process, vocabulary, awareness
- How to identify available grants and create a clear timeline for proposals
- Further knowledge to help with anxiety about “getting it right”

Objectives

After this session, attendees will be able to:

1. Differentiate between a **grant**, **donation**, and **sponsorship**.
2. Identify the **4 main type of grants** and their characteristics.
3. Elaborate on the major **parts of a grant proposal**.



Terminology

1. **Grants:** funds for a specific purpose
2. **Proposal:** the official written request for funds
3. **Funding source:** supplier of the grant
4. **Donation:** a monetary or physical gift
5. **Sponsorship:** financial support



Know the Difference

Characteristics	Donation	Sponsorship	Grant
Flexible use of funds	X		
Funded by individuals or organizations	X	X	X
Collaboration between funding source and recipient	X	X	X
Formal request and application process	X	X	X
Progress and/or final report with evidence of impact			X
Increasingly service-centered criteria			X
Expectation of public acknowledgement		X	

Types of Grants

1. **Competitive Grants:** awarding based on criteria and comparison methods
2. **Formula Grants:** non-competitive grants where all applicants that meet the criteria will receive funding; amount is based on benchmarks
3. **Pass-Through Grants:** funding that comes from a larger entity (e.g. federal government) that is distributed to a lower level (e.g. state) to allocate funding at a local level
4. **Continuation Grants:** proposal seeking grant renewal for a previously funded project

Types of Grants

Features	Competitive Grants	Formula Grants	Pass Through Grants	Continuation Grants
Predetermined Criteria	X	X	X	X
Comparison Methods	X	X	X	X
Competitive	X		X	X
Non-Competitive		X	X	X
Renewable Sources	X	X	X	X
Non-Renewable Sources	X	X	X	

Funding Sources want

to support a worthy cause that they are passionate about, investing in something that will have a proven impact on others, and that is led by like-minded, competent personnel.

Cue dramatic music

**Prove it in your
proposal.**

Grant Criteria

- **Location:** state, region, county, city, neighborhood
- **Community:** location + common characteristics
- **Population:** age, demographic, socioeconomic status
- **Skill or Career:** increase knowledge base, future professionals
- **Targeted Outcomes:** graduation rates, college acceptance
- **Direct Impact:** deliverables
- **Indirect Impact:** staffing, training

Areas of Interest

- **Grant Criteria+**
- **Fields:** education, healthcare, entrepreneurship, etc.
- **Social impact:** poverty, domestic abuse, nutrition, etc.
- **Access to experiences:** art, theater, mission/service projects, etc.
- **Access to resources:** technology, healthcare, etc.
- ***BIG PICTURE, GLOBAL IMPACT!***

What projects would fit?

- **Ewing Marion Kauffman:** In the spirit of Ewing Marion Kauffman, we seek to build inclusive prosperity through a prepared workforce and entrepreneur-focused economic development.
- **Impact KC:** Impact KC is a group of philanthropic and civic-minded individuals dedicated to making a substantive impact to the well-being of the KC area through volunteerism, fundraising, and education.
- **Stay785:** The goal of Stay785 is to give youth in the community an opportunity to choose what they wish to see in Topeka and bring their vision to life.

Trending Topics

- Post-Covid
- Inclusion
- Diversity
- Equity
- Responsible Consumerism
- Technology

Formats



1. Letter of Intent (LOI)
2. Online application / form
3. Mail-in or upload of proposal (with specific parts required)
4. Mail-in or upload of proposal (with no specific parts required)

Proposals can range from 1 page to 200+ pages

Examples

1. [Stay 785](#)
2. [McGowan Grant](#)
3. [Patterson Family Foundation](#) > view questions

Looks Matter!

- Logo
- Fonts
- Colors
- Capitalizations
- Bullets and numbers
- Dividers or horizontal lines
- Page numbers
- Non-distorted images

Are both a digital and print copy easy to read? Black and white? Color?

Examples

Reach for the Stars
Petersburg Elementary School
333 Rig St
Petersburg, WV 26547-1644
(PH) 485-462-8349

PROJECT

REACH FOR THE STARS

Prepared for: Dr. Majid Jaraiedi
Director, NASA West Virginia Space Grant Consortium

Prepared by: Julie Colaw
Project RIGHT2 Coordinator

DESCRIPTION

Through Reach for the Stars, teachers and community partners will be trained to fully utilize the optical telescope that was purchased previously with grant funding and is now housed at Petersburg Elementary School. After this training has been established, students and parents will be invited to participate in learning workshops one evening each month.

The natural progression of Reach for the Stars will include the formation of an astronomy club with members of all ages. This organized, student-driven, teacher-guided instruction will provide ongoing, extended-hour learning opportunities to all grade levels.

www.right2.edu

Proposal Number: 43-321

Grant Proposal Template

PROJECT TITLE

I. Proposal Summary (Executive Summary)

The Proposal Summary should be about one paragraph of 1-3 sentences and should include the amount of funding requested and give the most general description of the use that will be made of the funds.

II. Organization Description and History

The Organization Description and History section should be about 1-4 pages in length and should include the history of the organization, its structure, information about office locations that will be involved in carrying out the activities that will be funded by the requested grant, major accomplishments of the organization, relevant experience and accomplishments of the organization, established partnerships and relationships that will be important to carrying out the activities funded by the grant, information about prior grants received from the source to which the proposal will be sent, and an explanation of how the description you provide makes your organization an appropriate grantee.

III. Background

The Background section, of 2-5 pages in length, should provide the reader with an explanation of the problem that has created the need for the program that will be funded by the requested grant. It should provide evidence that the problem exists as well as that the proposed project will contribute to a solution to the problem or will reduce the harmful impact of the problem. It should highlight media and government publications suggesting that the problem is a high priority and that the proposed solution is one that decision-makers support and believe in. It is important that the reader who finishes this section know why your program should be funded over others. Click here for fact sheets providing useful information on [HIV prevention](#) and [cultural and language](#) to include in this section.

IV. Project Description (Program Narrative)

The Project Description may vary widely in length depending on the size and scope of the program that will be funded and the size of the award being sought. The project description should give the reader a detailed description of the program that will be funded by the requested grant. This description should explain the duration of time during which the funds will support the project, the goals of the project, how they will be achieved, how success or failure will be measured, what services you promise to deliver to what population and what results you expect to bring about. A useful structure is to break the project down into component goals. Use each goal as its own heading and under each goal heading, list and describe the activities that will be funded to achieve



ONE PAGE GRANT PROPOSAL TEMPLATE

DO GOOD ORGANIZATION

The Do Good Organization seeks a grant of \$2,500 from the Give Away Foundation for a two year family fitness and nutrition program entitled "Families Feeling Fine."

48% of families in the Do Good community suffer from obesity and related problems such as diabetes, high blood pressure, and heart disease. When surveyed, 72% of families stated that lack of knowledge and experience with exercise and healthy cooking were major obstacles to weight control.

The Families Feeling Fine program will teach family groups how to make exercise and healthy cooking a fun, fulfilling part of their daily lives.

The Local Church has pledged to donate space, including a large parish hall and kitchen, for use by the Families Feeling Fine program. Each Saturday morning, up to ten families of 3 – 6 people will gather to learn about nutrition, take part in a fun fitness activity, learn to prepare a tasty, nutritious meal, and enjoy a meal together. As they leave, families will take away weekly packets with recipes, shopping tips, and exercise ideas to try out during the intervening week.

The FFF program will be managed by Joe Smith, Director of Programs at the Do Good Foundation, with support from Jane Jones, a nutritionist, and Bill Brown, a personal trainer. Several Do Good volunteers will also assist at each week's program. To assess the outcomes of the program, Mr. Smith will distribute a pre-program survey and repeat the survey at the end of the program.

If successful, FFF participants will leave knowing at least three new recipes, three new fitness activities, and seven new, healthy ways to buy and/or prepare food. In addition, participants will feel empowered to lose weight and live healthier lives.

The project will cost an initial \$5,000 for development of program materials, activities, and recipes. We are requesting \$2,500 from your foundation, and we are seeking an additional \$2,500 from other foundations. Once the program is underway and materials are in place, it will cost only \$500 per session to run the program. We anticipate charging a nominal \$5 per person for future programs, and seeking additional minimal funding from local community foundations and philanthropies.

Get Creative

- Don't overdo it
- Know your audience
- Creativity is not a replacement for content - don't substitute

Examples to include with your proposal:

- Link to an appeal video made by students “we hope...”
- Link to content already created (donor video, welcome video)
- Student letter
- Cards or letterhead designed by students - put a “disclaimer”
- Annual report
- Literature: Brochure, Fast Facts, Portrait of a Graduate, Testimonials

Parts of a Proposal

1. Organization Background*
2. Statement of Need*
3. Objectives
4. Outputs & Outcomes
5. Project Timeline + Narrative
6. Budget + Budget Narrative*
7. Evaluation Process
8. Responsible Parties / Leaders*
9. Future Funding & Sustainability
10. Perceived Challenges*
11. Supporting Documents*

Organization Background



Make no assumptions about the readers' knowledge of your organization.

- Organization name
- Vision and mission
- Brief history of organization (how it came to be)
- Population served (data)
- Services provided (data)
- Impact made (data and testimonials)
- Major accomplishments (internally and externally recognized)

All of this information should be on the school's website. You CAN use the exact same verbiage.

Statement of Need

- What need exists?
- *How* do you know this need exists?
- Why does this need exist?
- Why is the need not presently being met?
- Are there other resources that *could* be meeting these needs?
- What is the big-picture (long-term, social impact) of this need being met or *not* being met?

Statement of need = a SINGLE statement that addresses as much of the above as possible, followed by 1-3 paragraphs of further elaboration.

Statement of Need

Ok: To serve our student population, St. Mary School proposes the employment of an English as a Second Language (ESL) teacher, who will also provide classroom teachers with professional development opportunities.

Elaboration+

Statement of Need

Ok: In order to better serve our diverse student population, St. Mary School proposes the employment of an English as a Second Language (ESL) teacher, who will provide students with individual and small group support, while also providing classroom teachers with professional development opportunities.

Elaboration+

Statement of Need

Best: To best serve an increasingly diverse student population, St. Mary School proposes the hire of a highly qualified English as a Second Language (ESL) teacher to provide students with individual and small group intervention in support of their language development. The ESL teacher will also provide classroom teachers with co-teaching opportunities, instructional coaching, and school-wide professional development to help teachers maximize instruction and student learning.

Elaboration+

Elaboration

What points should be brought up during the Statement of Need elaboration?

Elaboration

- What population does the school serve?
- How many students are ESL students?
- What are the students' backgrounds? Their parents' backgrounds?
- How many languages are spoken?
- What do we know about students who are ESL learners?
- What do we know about the impact of traditional instruction on ESL learners?
- How are ESL students presently served? Is it effective?
- What present challenges are students facing because of the language gap? Parents? Teachers?
- What is needed to address those challenges?
- What is your solution? How will it make a difference? What is your proof?
- What is the short-term impact? Long-term impact?

Objectives

If funding is received, what do you hope to accomplish?

Ok: By the end of the year, 80% of students in K-8th will have met their reading growth goals.

Better: By May 2022, at least 80% of students in K-8th will have met or exceeded their MAP reading growth goals (as defined by...)

Best: By May 2022, at least 80% of students in K-8th grade will have met or exceeded their NWEA MAP reading growth goal (as defined by...)

Outputs and Outcomes

- **Objectives:** A specific result you are trying to achieve within a time frame.
- **Output:** The activities, tasks, or events that help achieve the outcomes.
- **Outcome:** The results of those activities for individuals, families, groups, or communities.

Output → Outcome → Did we meet the objective?

Project Timeline + Narrative

Be detailed. Show you have thought through all aspects of the project and have appropriately planned / delegated.

- Hiring and training
- Purchases
- Planning
- Implementation
- Adjustments
- Data collection
- Evaluation

Date	Task	Responsible Party
30 days post funding... OR specific date	What, when, where, how	Who

Budget + Narrative

- Every dollar needs to be accounted for
- Include dollars you have secured, are requesting, and contributing

Item	Details (keep it brief)	Total Cost	Amount Requested
Welcome Back Luncheon / Orientation	Who is invited, when it will take place, caterer, etc.	\$3,000	\$0
Prayer Books for School and Parish Staff	Quantity, vendor, product, formula for getting to the total cost	\$2,000	\$2,000

Evaluation Process

- How will you measure your success?
- Return to your objectives, goals, outputs, and outcomes and make sure there is consistency.
- Who will be involved?
- What information will be gathered?
- When will the process take place?
- How long will the process take?
- Once information is gathered, what will be done with it?
- How will the data and information inform next steps (e.g. changes)?

This should also be reflected in your project timeline and narrative.

Responsible Parties + Leaders



This is your chance to establish credibility. Prove that investing in your leaders and staff is a GOOD investment.

- Accomplishments
- Education
- Experience
- Growth
- Reputation

Future Funding + Sustainability

- Increased interest in projects that are NOT a “one-and-done”
- How will this project continue?
 - Absorption of expenses into budget?
 - Increasing development efforts / goals?

“We don't know”

“We'll find another donor”

“Hopefully we can get more from you”

It's okay to share that you are looking at other funding options.

Perceived Challenges

- What could go wrong?
- What could impact your ability to see the project through?
- What could impact your ability to stay in your budget?

Don't shy away from the fact that *if* funding is not received, the program or service cannot be provided.

Supporting Documents

1. Financial statements
2. Invoices
3. Letters of support
4. List of Board Members + employer + job title
5. Non-profit documentation
6. Official estimates / bids from vendors (within the last 6 months)
7. Photos
8. Test data / academic performance data
9. Testimonials
10. Videos

Tips

1. Watch your rhetoric:

- a. Beware connotation. Word choice matters!
- b. Don't overdo the pathos (emotion).
- c. Don't overdo the logos (data).
- d. Sometimes, less is more.
- e. Use student-first, student-centered phrasing (Resurrection vs. Resurrection students vs. students of Resurrection)

2. Do your research and know your audience.

Tips *Continued*

- 3. Proofread!**
- 4. Read the application. Reread the application. Then reread it again!**
- 5. Create a grant calendar with all submission deadlines.**
- 6. Create a short-term/long-term need document.**
- 7. When submitting online, send in a PDF unless otherwise noted. When in doubt, send in multiple formats.**

Tips Continued

7. Get a head start and compile information ahead of time:

- a. Organization background
- b. Statement of Needs
- c. Objectives
- d. Responsible Parties / Leaders
- e. Future Funding & Sustainability
- f. Perceived Challenges
- g. Supporting Documents

July 18th: Grant Writing 101: Creating Reusable Content (in-person)

July 19th: Grant Writing 101: Creating Reusable Content (Zoom)

Questions?



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School Advancement Series

Grant Writing 101: *Finding & Engaging Fundings Sources* June 13, 2023 10:30 - 11:30 AM