

**School Advancement Series**

**Grant Writing 101:  
*Creating Reusable  
Content***

# Facilitators



**Felicia Holcomb**

***Consultant for Marketing & Enrollment  
Management***

[fholcomb@archkckcs.org](mailto:fholcomb@archkckcs.org)



**Jane Rall**

***Consultant for the School  
Advancement Program (SAP)***

[jrall@archkckcs.org](mailto:jrall@archkckcs.org)

# What do you hope to gain?

- Learn to build a good grant application
- Greater comfort level in being able to write a grant and help [school]
- Writing appropriate narratives
- The knowledge to properly read and execute a grant proposal
- Reusable content

**Quick Review**

# **Grant Writing 101**



# 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.

# Areas of Interest

- **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!***

# 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**

# 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 26547-8644  
(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](http://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

# Writing 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.**
- 3. Proofread!**
- 4. Read the application. Reread the application. Then reread it again!**

# 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

- Organization name (and any other previous names)
- History of founding (who was involved?)
- Vision, mission, and purpose statement
- Services provided
  - Academic (e.g. classes, programs)
  - Social and emotional (parent involvement, virtue development)
  - Physical (e.g. lunch programs, health and wellness)
  - Spiritual / faith (e.g. what makes Catholic schools different)
- Notable awards and recognitions - have a running list within your organization

[Template](#)

# Organization Background

Examples

# Information You Need

- Test scores (e.g. KSDE state assessments, MAP data)
- School population, Parish population, AND community population (those within your geographical boundaries)
  - Population breakdown (e.g. households, age)
  - Careers / fields
  - Socio-economic status
  - Special needs
  - English as a second language, native languages
  - Immigrant, migrant, or refugee populations
  - Military families
  - First generation - high school graduates? College bound?
  - At-risk populations

# 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

**In order to**

-----',  
(what you are trying to accomplish)

-----  
(organization name)

**proposes**

-----'  
(what you need)

# Statement of Need

**In order to**  
better accommodate our growing community,  
St. John Catholic parish  
**proposes**  
a feasibility study to determine the best course of  
action to address our worship space challenges.

# Statement of Need

**In order to**

-----'

(what you are trying to accomplish)

Catholic Charities of Northeast Kansas

**proposes**

-----'

(what you need)

# Statement of Need

**In order to**  
help refugee families obtain affordable housing,

-----  
(organization name)

**proposes**

-----  
(what you need)



# Statement of Need

**In order to**

-----',  
(what you are trying to accomplish)

-----  
(organization name)

**proposes**

-----'  
(what you need)

# 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?

# Responsible Parties + Leaders

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

- Accomplishments (awards, recognitions)
- Education (formal - school, program, degree; *option*: graduation years)
- Experience (organization, location, job title/position, years experience, major responsibilities)

[Template](#) - responsible parties

[Template](#) - boards, teams, committees

# 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



# Create and Gather

1. Compile data into a summary document for future reference ([template](#))
2. Create a shared drive that contains the organization's most recent:
  - a. financial statements
  - b. list of Board/team Members + employer + job title ([template](#))
  - c. non-profit documentation (e.g. Catholic directory)
  - d. high-quality photos for future use
  - e. test data / academic performance data
  - f. list of testimonials ([template](#))
3. Write your organization background ([examples](#)), statement of need, and [responsible parties](#), or an introduction letter ([example](#))
4. Explore [GuideStar](#) to identify potential funding sources

# Questions?



**Felicia Holcomb**

*Consultant for Marketing & Enrollment  
Management*

fholcomb@archkckcs.org



**Jane Rall**

*Consultant for the School  
Advancement Program (SAP)*

jrall@archkckcs.org