School Advancement Series

Grant Writing 101: *Creating Reusable Content*

Facilitators

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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.

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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

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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

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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?

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