The Winning Edge: Grant Writing Strategies for Success

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Agenda

1. A little about you 8:30
2. My top 10 list 8:35
3. More Tips 9:35
4. Your Top List/Sharing 9:45
5. Questions 10:20
10. Qualities of Highly Successful Grant Writers

1. Work “Ethic”
2. Diverse Organizational Development Skills/Knowledge
3. Professional Development: Grant Writers as Reviewers
4. Get or Stay Connected
5. Persuasive Writing
9. Grant Professional as Project Planner

1. Facilitator
2. Build a Planning Team
3. Logic Model
Logic Models

“The program logic model is defined as a picture of how your organization does its work – the theory and assumptions underlying the program. A program logic model links outcomes (both short- and long-term) with program activities/processes and the theoretical assumptions/principles of the program.”

Greatly strengthen the case for investment.

WK Kellogg Foundation
Logic Models
Many formats

1. Resources/Inputs
2. Activities
3. Outputs
4. Outcomes
5. Impact

Your Planned Work
Your Intended Results
Your Planned Work  
Trip Planning

Resources/Inputs
- Holiday flight schedules
- Family schedules
- Frequent flyer holiday options
- Holiday weather

Activities
- Create family schedule
- Get holiday flight info
- Get tickets
- Arrange ground transport

Outputs
- Tickets for all family members
- Frequent flyer miles used
- Money saved

Outcomes
- Family members enjoy vacation

Impact
- Continued good family relations

Your Intended Results  
Trip Results
<table>
<thead>
<tr>
<th>Resources</th>
<th>Activities</th>
<th>Outputs</th>
<th>Short- &amp; Long-Term Outcomes</th>
<th>Impact</th>
</tr>
</thead>
<tbody>
<tr>
<td>In order to accomplish our set of activities we will need the following:</td>
<td>In order to address our problem or asset we will conduct the following activities:</td>
<td>We expect that once completed or under way these activities will produce the following evidence of service delivery:</td>
<td>We expect that if completed or ongoing these activities will lead to the following changes in 1–3 then 4–6 years:</td>
<td>We expect that if completed these activities will lead to the following changes in 7–10 years:</td>
</tr>
</tbody>
</table>
Let’s Try This

- Needs/Data
- Goals
- Objectives
- Activities
- Process Outcomes
- Impact Outcomes

But 1st

- **Objectives** are measurable; they are tangible, specific, concrete, and achievable in a specified time period
- **Goals** are conceptual, broad, and sometimes abstract

- CLIENTS
<table>
<thead>
<tr>
<th>NEEDS</th>
<th>GOALS</th>
<th>OBJECTIVES</th>
<th>ACTIVITIES</th>
<th>PROCESS</th>
<th>IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td>PwE need emergent care by trained 1&lt;sup&gt;st&lt;/sup&gt; responders</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>1&lt;sup&gt;st&lt;/sup&gt; responders aren’t trained</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
8. Is your organization grant-ready?

1. Grown-up?
2. Organizational priority
3. Project ownership
4. Organizational readiness to undertake the project
5. Sound evaluation and sustainability plans
7. Research Your Grantor

1. Guidelines
2. Form 990:
   e.g., nccs.urban.org
What does it tell you?
African Community Education Program
24 Chatham Street
Worcester, MA 01609

501c(3) Summer Program $15,000 00

Alliance for Inclusion & Prevention Inc
Washington Irving Middle School
105 Cummins Highway
Roslindale, MA 02131

501c(3) ASPIRE and Connecting with Care programs $40,000 00

Name and Address

Margaret St. Clair
1 Hollis Street
Wellesley, MA 02482

Executive Director
45.00 259028. 165286.

Bayard Waring
1 Hollis Street
Wellesley, MA 02482

Trustee
10.00 20000. 10000.

Philip Waring
1 Hollis Street
Wellesley, MA 02482

Trustee
6.00 20000. 10000.

Deborah Carlson
1 Hollis Street
Wellesley, MA 02482

Trustee
6.00 20000. 0.
6. Relationships

1. Grantors
2. Board Members/Others
3. Grant Writers
4. Other Nonprofits
5. Your Team
5. Know When to Walk Away

Find the balance:

1. “Nothing ventured, nothing gained”

2. Overtaxing resources/premature applications
   - Grant Seeking Strategic Priorities
   - Grant Calendars
4. Use of “Infographics”

A picture is worth a thousand words. Compare:

“The demographics of LPS students are 40% first language not English (vs. 18% in MA), 75% low-income (38% MA), and 82% “high needs” (49% MA).”
<table>
<thead>
<tr>
<th>Title</th>
<th>% of District</th>
<th>% of State</th>
</tr>
</thead>
<tbody>
<tr>
<td>First Language not English</td>
<td>39.6</td>
<td>17.8</td>
</tr>
<tr>
<td>English Language Learner</td>
<td>29.4</td>
<td>7.9</td>
</tr>
<tr>
<td>Low-income</td>
<td>75.1</td>
<td>38.3</td>
</tr>
<tr>
<td>Students With Disabilities</td>
<td>15.1</td>
<td>17.0</td>
</tr>
<tr>
<td>Free Lunch</td>
<td>66.3</td>
<td>33.6</td>
</tr>
<tr>
<td>Reduced Lunch</td>
<td>8.8</td>
<td>4.7</td>
</tr>
<tr>
<td>High Needs</td>
<td>82.1</td>
<td>48.8</td>
</tr>
<tr>
<td>Outcomes</td>
<td>Year 1</td>
<td>Year 2</td>
</tr>
<tr>
<td>----------------------------------------------</td>
<td>-----------------------</td>
<td>-----------------------</td>
</tr>
<tr>
<td>Students completing/updating career portfolio</td>
<td>Cohort 1: 140</td>
<td>Cohort 1: 140</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Cohort 2: 110</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students participating in basic job search</td>
<td>Cohort 1: 140</td>
<td>Cohort 1: 140</td>
</tr>
<tr>
<td>workshops/activities</td>
<td></td>
<td>Cohort 2: 110</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Students choosing career pathways</td>
<td>Cohort 1: 140</td>
<td>Cohort 2: 110</td>
</tr>
</tbody>
</table>
3. Start with a Transparent Budget

1. Leaving it to last could spell disaster
2. Should tell your whole project story
3. Use narrative – more than the finance people
<table>
<thead>
<tr>
<th>Item</th>
<th>Cost</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>STEM Team FIRST Registration Cost</td>
<td>2,250</td>
<td>$150 per elementary school @ 3 schools; $225 per middle school @ 8 schools</td>
</tr>
<tr>
<td>Materials (e.g., building supplies) for each afterschool STEM Team</td>
<td>6,255</td>
<td>$724.80 for each elem school (3 teams per 3 schools); $510 for each middle school team (8)</td>
</tr>
<tr>
<td>Trainers to teach FIRST Team Teacher Leaders</td>
<td>980</td>
<td>$560 for middle school trainer for 16 hours; $420 for elementary trainer at 16 hours</td>
</tr>
<tr>
<td>Elementary School team leaders</td>
<td>1,440</td>
<td>$480 per elementary team coach/leader (3 total)</td>
</tr>
<tr>
<td>Middle School team leaders</td>
<td>3,360</td>
<td>$420 per middle school team coach/leader (8 total)</td>
</tr>
<tr>
<td>Indirect costs at 8%</td>
<td>1,143</td>
<td>Administration of project</td>
</tr>
<tr>
<td>TOTAL</td>
<td>15,428</td>
<td></td>
</tr>
</tbody>
</table>
2. The Workplan

Who is going to do what, when?

Powerful:

- Infographic
- Planning Tool
- Management Tool
- Reporting Tool
<table>
<thead>
<tr>
<th>Activity/Milestone</th>
<th>Person(s) Responsible</th>
<th>1</th>
<th>2</th>
<th>3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Issue Press Release to announce award</td>
<td>Executive Director, with Foundation staff</td>
<td>X</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Research web development consultants</td>
<td>Program Manager</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Issue contract for web design</td>
<td>CFO</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Web designer produces first “draft”</td>
<td>Web designer consultant</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>“Draft” circulated to Board</td>
<td>Program Manager; Board</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>“Draft” reviewed by 8-member focus group of clients</td>
<td>Program Manager; focus group</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>“Final draft” presented to Board</td>
<td>Program Manager with Consultant</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>Web design finalized</td>
<td>Consultant</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>New web design “live”</td>
<td>Program Manager</td>
<td></td>
<td></td>
<td>X</td>
</tr>
<tr>
<td>ACTIVITY/Milestone</td>
<td>Person(s) Responsible</td>
<td>Dec</td>
<td>Jan</td>
<td>Feb</td>
</tr>
<tr>
<td>----------------------------------------------------------------------------------</td>
<td>------------------------------------------------------------</td>
<td>-----</td>
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<td>-----</td>
</tr>
<tr>
<td>Establish 10+ member monthly F2S Task Force</td>
<td>F2S Project Mgr</td>
<td></td>
<td>x</td>
<td></td>
</tr>
<tr>
<td>Report on best practices for F2S in &quot;like&quot; communities</td>
<td>F2S Project Mgr</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Develop written sustainability plan for all project components</td>
<td>F2S Task Force</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify target fruits and vegetables for local procurement and available methods of procurement</td>
<td>Mass. Farm to School &amp; Aramark Food Services Director</td>
<td>x</td>
<td></td>
<td>x</td>
</tr>
<tr>
<td>Identify all opportunities to participate in funded programs that would support F2S efforts</td>
<td>F2S Project Mgr; F2S Task Force; Mass Farm to School</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Implement local foods promotional campaigns (e.g., MA Harvest of the Month).</td>
<td>F2S Project Mgr; F2S Task Force; Mass Farm to School</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Identify opportunities for policy change to support F2S</td>
<td>F2S Project Mgr; F2S Task Force; Mass Farm to School; LPS Health and Wellness Committee</td>
<td></td>
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</tbody>
</table>
1. Grant Writer’s Role on/after Award

1. Launch the project
2. Steward the grantor
3. Promote successes
PAIR UP(ish)

5 minutes:
• Brief intro
• What is something you will use that you learned today?
• What has helped you write grants? And/or
• What tip would you give to the group?
MORE TIPS

- x
Help for Today, Hope for Tomorrow

Epilepsy Foundation New England (EFNE) leads the fight to overcome the challenges of living with epilepsy and to accelerate therapies to stop seizures, find cures, and save lives in Maine, Massachusetts, New Hampshire, and Rhode Island.

As a 501(c)3 nonprofit organization, EFNE has been serving the epilepsy community for more than 30 years.