

# Advanced Grant Writing Topics

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Association of Fundraising Professionals, MA Chapter  
Thursday, June 4, 2020  
9:30 – 10:30 AM

# Agenda

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- Introduction
- Review of Part One
- Utilizing Data to Strengthen Your Case
- Grant Writing By Committee
- Aligning the Budget with Narrative
- Questions and Answers



# Introduction



# Introductions

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**Alison Glastein Gray**, President of Pear Associates, is passionate about helping mission-driven organizations expand their operations and programs. After demonstrating her ability to lead and grow several nonprofit organizations, Alison launched Pear Associates in 1999 to share her expertise with others. Working with a range of health and human services organizations, Alison helped her clients consider new strategies and services to boost their mission. She also worked with her clients to solicit the necessary resources that would allow the realization of the vision, with a focus on institutional and government funders.



## Poll Question # 1

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**How many of you participated in the part one Fundamentals of Grant Writing workshop in February?**



# Poll Question # 2

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**How long have you been in the role of grant writer (whether it is all or part of your job)**

- **Less than one year**
- **One to two years**
- **Three-to-five years**
- **Five-to-ten years**
- **More than ten years**



# Review of Part One



# Topics Covered in Part One Session

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- Anatomy of a Proposal
- Clear and Concise Writing Strategies
- Who, What, Where, When, How, and Why?
- Communicating Your Value Proposition
- Matching Program with Funder Interests





# Part One Session Repeat

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**Fundamentals of Grant Writing**

**July 16, 2020**

**9:30- 10:30 AM**

**[http://www.afpmass.org/Event\\_Calendar](http://www.afpmass.org/Event_Calendar)**



# Utilizing Data to Strengthen Your Case



# Show and Tell Your Case

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Use descriptive language and compelling data that show and tell your organization's story, mission, and goals.



# How to Tell Your Story

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- Offer details, evidence and solutions
- Include a clear explanation of the who, what, where, when, how and why
- Provide descriptive details about your target audience and the stated problem or need
- Point to existing evidence by citing credible sources or powerful statistics
- Offer proposed solutions that clearly demonstrate how you will address the stated problem



# How to Tell Your Story

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*Recent studies have shown that, in comparison to the general population, children in the child welfare system are far more likely to have experienced at least four Adverse Childhood Experiences (42% vs. 12.5%).<sup>1</sup> Unfortunately, the NH Department of Health and Human Services, Division of Children, Youth, and Families (DCYF) has seen increasing numbers of families involved in child abuse and neglect cases. FY2016 DCYF caseload data shows a 21% increase over the year, with significant upsurges in the Manchester District Office (46%).<sup>2</sup>*

1. <https://www.childwelfare.gov/topics/preventing/preventionmonth/resources/ace/#two>

2. Child and Family Services Reviews Statewide Assessment Instrument 2/7/2018, US DHHS, ACF



# How to Tell Your Story

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- Incorporate anecdotal evidence
- Qualitative information adds depth, passion, and emotion
- Helps readers envision your work from the perspective of those who have experienced or benefitted from it
- Success stories, observations, quotes



# How to Tell Your Story

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“I had no idea where I would go, but I knew that I had to leave my husband for my safety and for my kids. Things had got really bad, and I was scared for my life.”

Rita, Domestic Violence Survivor

“The availability of safe, affordable, and stable housing can make a critical difference in a woman’s ability to escape an abusive partner and remain safe and independent.”

Anne Menard, Director of the PA Coalition Against Domestic Violence



# How to Show Your Story

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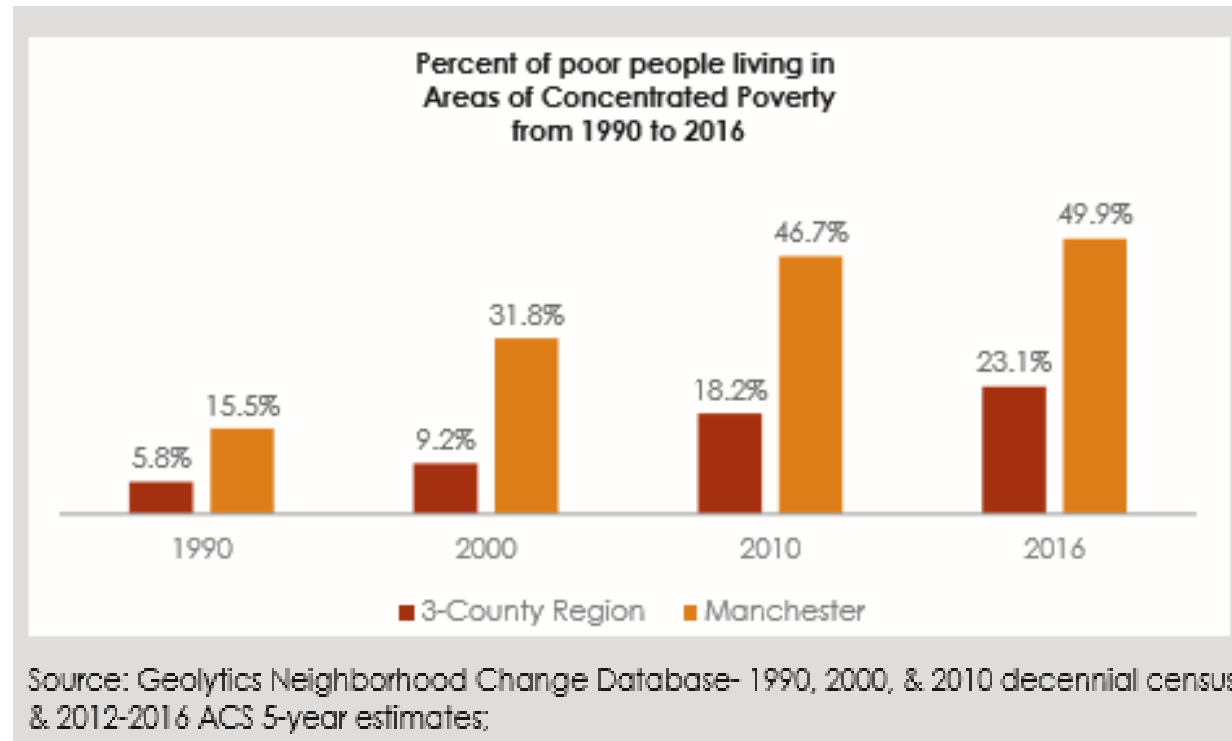
- Use impactful graphics and images
  - ✓ Maps that highlight a target geographic area
  - ✓ Before and after photos to depict specific problems
  - ✓ Graphs, pie charts, figures





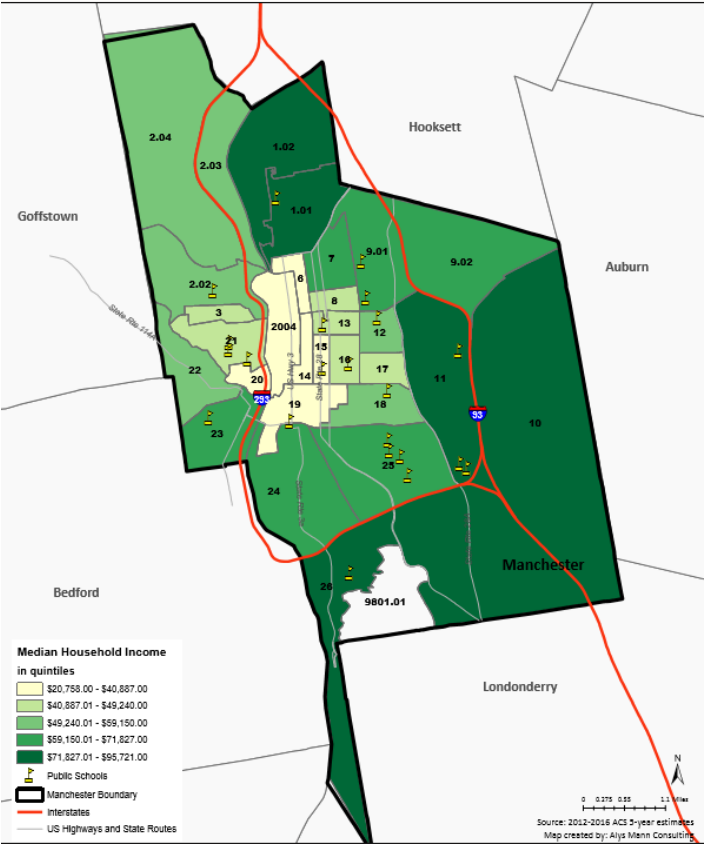
# How to Show Your Story

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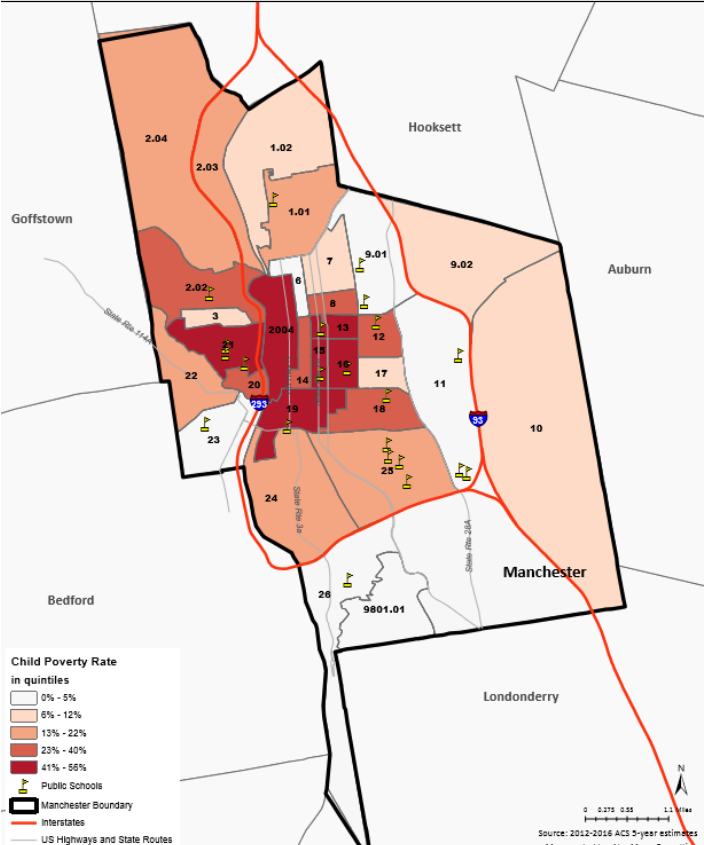


# How to Show Your Story

**Median Household Income  
by Census Tract**



**Child Poverty Rate  
by Census Tract**



# How to Show Your Story

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- Leverage publicly available data sources
  - ✓ The US Census Bureau
  - ✓ Commonwealth of Massachusetts
    - Department of Education
    - Department of Public Health



# How to Show Your Story

## School and District Profiles

[Profiles Home](#) [Directories](#) [Statewide Reports](#) [State Profile](#) [Profiles Help](#)

### What's New

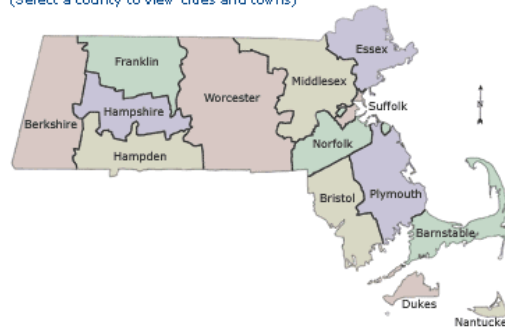
- 03/19/20 [2017-18 C70 Foundation/Spending](#)
- 02/13/20 [2019 Graduation Rates](#)
- 02/13/20 [2018-19 Dropout Report](#)
- 01/30/20 [2018-19 Student Restraints](#)
- 01/23/20 [2019-20 Attrition](#)
- 01/23/20 [2019-20 Enrollment by Kindergarten](#)

### Most Requested Links

1. [2017-18 Teacher Salaries](#)
2. [2019 MCAS Achievement Results](#)
2. [2019 Next Generation MCAS Achievement Results](#)
3. [2018 Per Pupil Expenditure](#)
4. [2017-18 Educator Evaluation Data](#)
5. [2019 Graduation Rates](#)
6. [2019 Accountability Report](#)
7. [2019-20 Enrollment by Grade](#)

### Search by Location

**Geographic Search**  
(Select a county to view cities and towns)



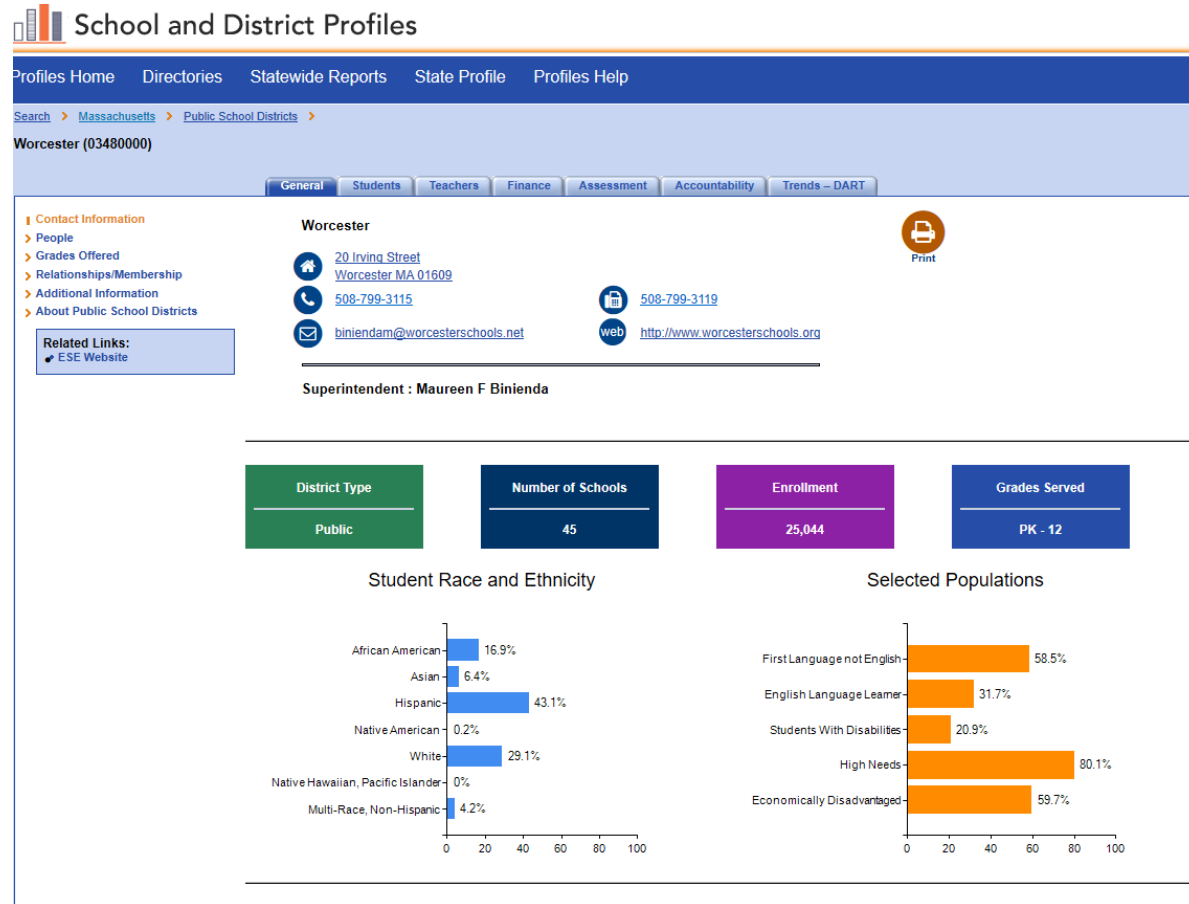
### Report Cards

Enter the name of your school/district:

Go



# How to Show Your Story



# Grant Writing By Committee



# Grant Writing by Committee

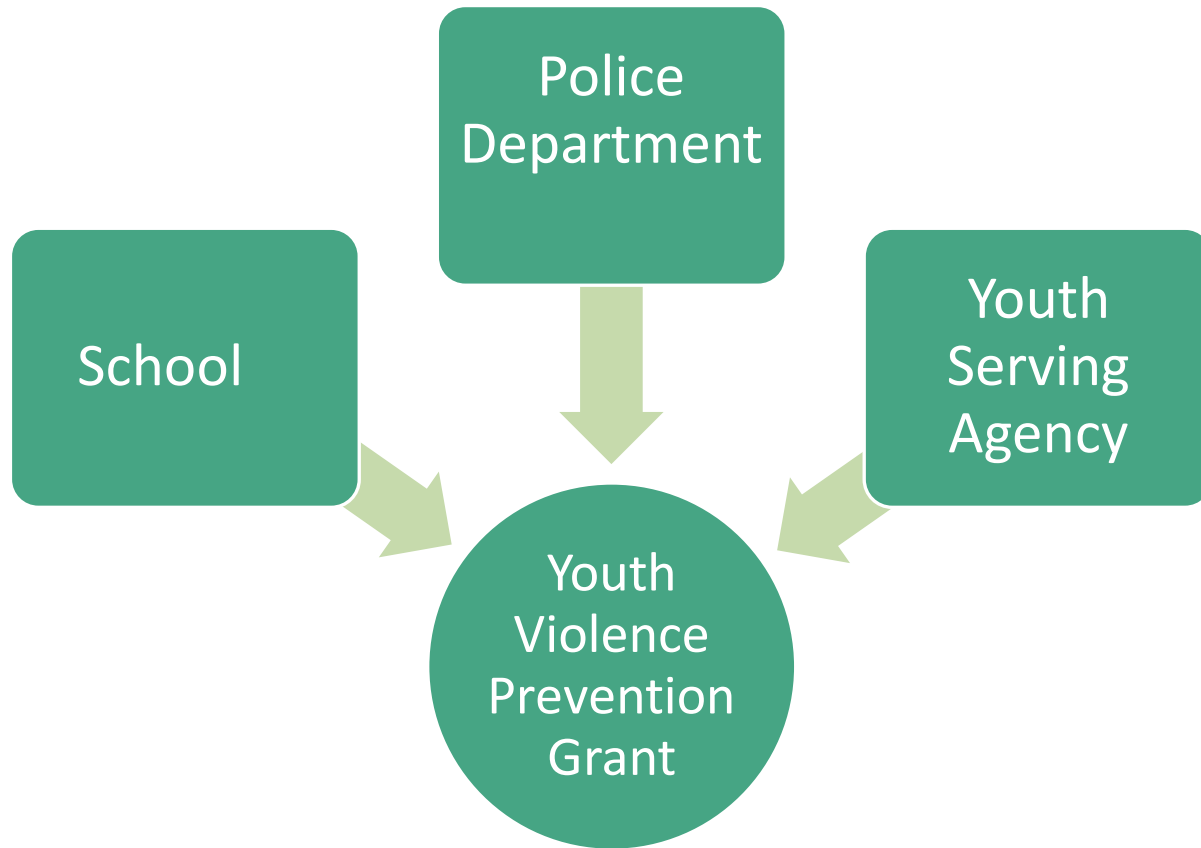
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- Multiple organizations or departments
- Convene for a grant-funded program or project
- Agree to common goal and objectives
- Each brings complementary skills, expertise, and programs
- Separate budgets



# Grant Writing by Committee - Example

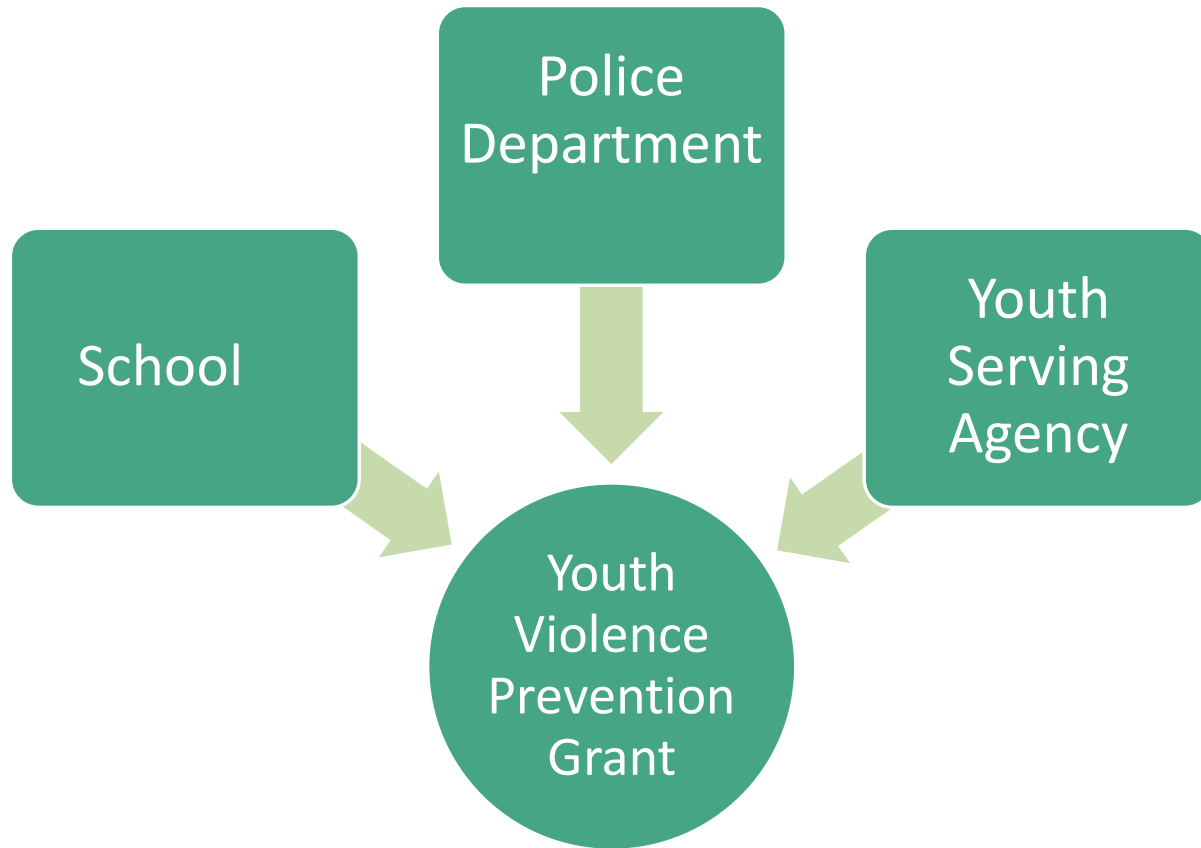
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# Grant Writing by Committee - Example

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## Questions:

- Who is lead?
- Who is sub?
- What role does each agency play?
- How is budget distributed?
- Who writes the grant?
- Who provides input/editing?
- Who approves?
- Who else needs to be at the table?

# Case Example 1- Citywide Child Wellbeing Project

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**Client:** Community Health Center

**Grant Writing Committee:** City Health Department  
Mental Health Agency  
School District  
Early Education and Care Providers (2)  
Child Welfare Agency Regional Office  
Health Care Systems (2)  
Academic Institution (evaluation partner)

**Funder:** Federal (Substance Abuse and Mental Health Services Administration)

**Overall Goal:** Promote the wellness of young children (0-8) through improved coordination across schools and early childhood-serving systems.



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# Case Example 1- Citywide Child Wellbeing Project

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## Strengths:

Multiple strategies to address child wellbeing

1. School, home and community-based
2. Address behavioral health and physical health challenges
3. “Whole-family” approach

Community collaboration

1. Key players at the table
2. Community buy-in early in the process (proposal development vs. once funds are received)



# Case Example 1- Citywide Child Wellbeing Project

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## Challenges:

### Relationships

1. Learning process about who was doing what (history of working in silos)
2. Territorial issues (roles, market share)

### Project

1. Competition for limited funds
2. Planning now for later

### Logistics

1. Grant planning meetings (attendance, participation)
2. Content development
3. Reviewing and editing draft
4. Time-limits and deadlines
5. Budget



# Case Example 2- School-based College Access Program

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**Client:** School District

**Grant Writing Committee:** Guidance Department  
Principal's Office/Administration  
Special Education Department  
Family Information Center  
Community-based Youth Serving Agency

**Funder:** Private Family Foundation

**Overall Goal:** Increase the number of high-need (first generation, low-income, English Language Learners) students to apply to/matriculate into college



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- Strengths of Committee?
  - Challenges that could arise?



# Case Example 2- School-based College Access Program

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## Strengths:

- Engagement of multiple departments to address student needs
- Buy-in from leadership (school district and school administration)
- Anecdotal evidence of need for improved college access support
- Quantifiable data to support large number of “high-need” students





# Case Example 2- School-based College Access Program

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## Challenges:

- Leadership goals vs. front-line implementation
- Time limits among school-based personnel to meet and plan
- Lack of identified implementation strategy to address need that was new/different/innovative



# Strategies for Success

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- Allow time and process for trust building and learning among Committee members
  - ✓ Introductions as opportunity
  - ✓ Sharing information by email
- Approach as mini strategic planning process
  - ✓ What do we want to accomplish with the grant dollars?
  - ✓ Is this achievable given the timeline, resources, and dollars?
  - ✓ How do we know this strategy will work?
  - ✓ Is this competitive and innovative?
  - ✓ Is there Grant Committee consensus?



# Strategies for Success

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- Develop and distribute project plan and timeline (example)
- Identification of roles
  - ✓ Who is providing data
  - ✓ Who is writing sections
  - ✓ Who is reviewing/editing
  - ✓ Who is approving
  - ✓ Who is managing attachments (letters of support, budget, forms)



# Strategies for Success

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- Manage version control
  - ✓ Date and time stamp all drafts
  - ✓ Request edits and comments in track changes
  - ✓ Content vs. wordsmithing/copyediting
  - ✓ Announce edit cut-offs (and adhere to them)
  - ✓ Pros and cons of Google docs



# Sample Proposal Development Schedule

When	What	Who	Completed?
1/4/2019	Kick Off meeting	All	X
1/7-11/2019	Schedule Planning Meetings	Linda	X
1/7-11/2019	Review data forms to identify source/request needs	Linda, Debra, Sarah	X
1/11/2019	Crosswalk of Priorities and Funders/Programs Completed	Alison	X
1/14-18/2019	Planning Meeting #2	All	X
1/15/2019	Letter of Intent Due	Linda	X
1/20/2019	Letter of Support Template Completed	Alison	X
1/21-25/2019	Planning Meeting #3	All	X
1/28/2019	Data provided to Alison	Linda, Steve, Debra, Sarah	X
1/30/2019	First Draft Completed	Alison	X
1/31-2/1/2019	Review and Comment on First Draft	All	X
2/6/2019	Second Draft Completed	Alison	X
2/4-8/2019	Planning Meeting #4	All	X
2/7-8/2019	Review and Comment on Second Draft	All	
2/8/2019	Data Form Completed	Alison	
2/12/2019	Final Draft Completed	Alison	
2/12/2019	Letters of Support Collected	Linda	
2/12/2019	Collaborative Members Form Completed	Alison	
2/15/2019	Submission	Linda	

# Aligning the Budget with the Narrative



# Budget - Requirements

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- Operational Budget
  - ✓ How does this project fit into the big picture?
- Program Budget
  - ✓ Reveals the framework of the project in stark terms
  - ✓ What will this cost to implement?
- Budget Narrative
  - ✓ Explanation of each budget item
  - ✓ Rationale for its inclusion



# Budgets

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- Backbone of the grant proposal – how are you going to use the funder's money?
- Some grant reviewers turn right to the budget before even reading the proposal
- The program narrative should match the budget perfectly





# Budget - Staffing

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- What staff is needed to achieve the goals of your proposal?
  - ✓ Salaries
    - Program Staff
    - Supervision
  - ✓ FTE/hourly/contract
  - ✓ Benefits/Taxes/Fringe



# Budget - Resources

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- What resources are needed for the project and the staff?
  - ✓ Office Space
  - ✓ Technology (computers/laptop)
  - ✓ Cell Phone
  - ✓ Office supplies
  - ✓ Travel



# Budget - Other

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- Training or technical assistance
- Purchase materials/curricula/equipment
- Incentives for participants
- Overhead
  - ✓ Insurance
  - ✓ Rent
  - ✓ Accounting
  - ✓ Legal fees



# Budget – In-Kind/Matches

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- Demonstrates commitment of the organization
- Leverage existing and/or additional resources
- Expands capacity of grant dollars



Questions?



# Contact

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