



Grant Writing for Nonprofit and Community-Based Organizations





Our thanks to...

- Johnson County Extension
- Johnson County Community Foundation
- UADA-Extension
- First Security Bank
- You!



Special Recognition

Agenda and curriculum built in partnership with colleagues through the Southern Regional Development Center: Dr. John J. Green, Rachel Welborn, Cindy DeFelice, Dr. Matt Ulmer, Emily Gunderson, Dr. Jamie Rae Walker, Dr. Hunter Goodman, Dr. Linda Seals, and Joy Moten Thomas, September 2022.


What to expect...

An interactive, conversation-based approach to grant-writing---not just a how to lesson.


Asset-based community development as a lens for grant writing.

Food for thought on ways to prepare yourself and your organization for the grant writing process.





Learning Objectives Today

- Participants will understand the grant landscape (federal, state, and foundation)
 - Participants will learn skills and tools for grant writing
 - Participants will explore how to collaborate and partner for successful grants
- 

Flow of the Session

Welcome & Check-in Question

Finding potential grants (before you begin)

Preparing the narrative

Grant writing activity

Constructing a logic model

Preparing a budget

Q&A—check-out assignment



Guiding Assumptions

- ▶ We come from this conversation as people—professional hat and neighborhood hat.
- ▶ We have diverse voices and ways of understanding.
- ▶ We trust we have the skills to accomplish great things together.
- ▶ We are interdependent and welcome to draw, expand, and build upon our ideas.
- ▶ We take care of ourselves in anyway we need.



Photo by Brooke Cagle, Unsplash

Credit to the Joder Institute and Asset Based Community Development Institute at DePaul University.

Are you a seeker or a sharer?

Seeker	Sharer
You have a desire to understand grant writing	You have a successful history with grant writing and funding
You want to successfully receive funding for your organization	You want others in your organization to succeed
You are open to learning alongside others.	You are willing to share your knowledge with someone else



A Little about You

- Your name
- Your agency/organization
- What you hope to gain from this workshop?
- How are you feeling about the session today?



Show me
the
money?

Help me
plan...

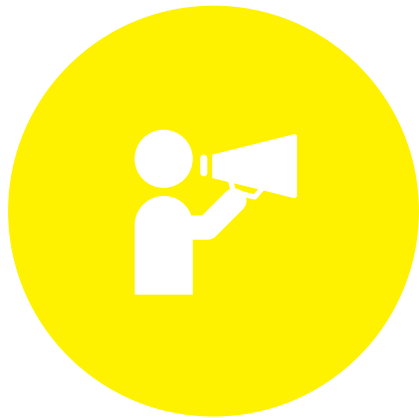
Prepare me
for the
process!

Try to meet
everyone
where they
are...

What this workshop is
and what it isn't



Let's have a little fun



TELL ME ABOUT YOUR MISSION.



WHY YOU DO WHAT YOU DO FOR
THE COMMUNITY?



WHAT IS THE UNIQUE GIFT/SKILL
YOU BRING TO YOUR WORK?



Before You Begin



Start with a Something that Matters

Is what you want to do something that:

- You believe to be very important
- Fits your mission
- Has strong community support
- Fills a significant need





Know Where You're Headed...



Before
Starting to
Look for a
Grant



As you begin to write a grant proposal

- Who are you (as an entity/organization)?
- When and why should you look for grants?
- From whom should you look for grants?

Who receives the grants?



Usually directed to specific types of organizations



Know the eligibility and do not apply if it does not apply to you



Types of sources




Federal

State

Foundation



SMART – Getting the Pieces in Place

				
S	M	A	R	T
Specific	Measurable	Attainable	Relevant	Time Framed



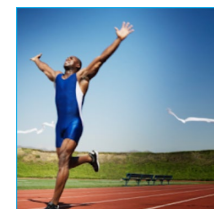
Specific

- What do you want to achieve?
- Where will you focus your efforts?



Measurable

- How do you plan to measure progress toward the goal?
- How will you know you have arrived at the goal?



Attainable

- Do you have the resources to achieve the goal?
- Are there barriers that might prevent achieving this goal?



Relevant

- Is this important for your community?
- Does this matter or bring benefit?



Time Framed

- When do you want to achieve your goal?
- What is the target date for accomplishing the goal?



Building a Toolkit



Write One SMART Goal

Increasing:

- New business start-ups
- Fresh fruit/vegetable consumption
- Effective use of a family budget
- Tourism into the community
- Succession planning for farmers
- Workplace readiness skills
- Broadband access
- Profit for farmers or small businesses

Examples...

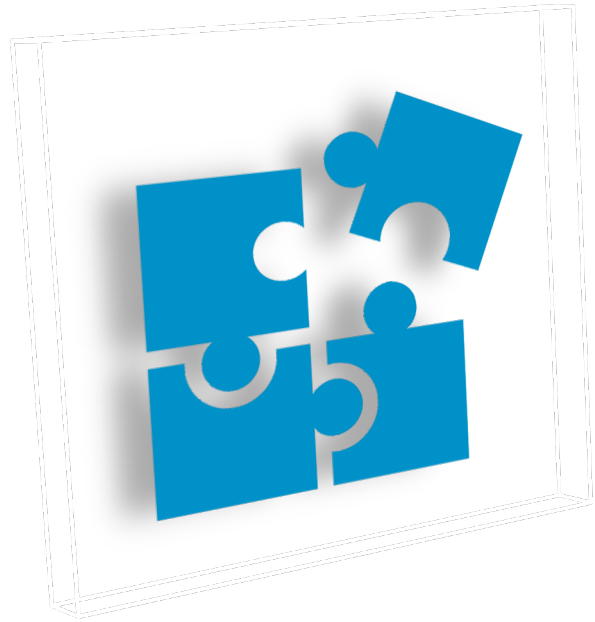
- At the program's completion, at least 70% of participants will report gaining an understanding of how to save money each month as measured by pre- and post- surveys.
- *"I would like to increase my successful receipt of grants by increasing my approval rate from 2 grants per year to 5 grants per year, and I can achieve this goal by making small increases in my grant writing approach each week."*



Looking Ahead



Identify Local Assets – Think Broadly



What do you need?



Who may be able to help?



Who shares your interests?



Fundamentals of ABCD: The Glass Half Full



- **Half-empty:** People and communities have deficiencies and needs.
- **Half-full:** People Individuals and Communities have assets and capacities.



Asset-Based Community Development

- Discovers what's strong not what's wrong
- Places community at the center of local decision making
- Activates individual & community participation
- Builds on community leadership
- Strengthens local connection & relationships

Comparing Approaches

ABCD Approach



Focus on **ASSETS**

Builds from **OPPORTUNITY**

INVESTMENT Orientation

Emphasis on **ASSOCIATIONS**

Focus on **COMMUNITY**

Goal is **SELF DETERMINED COMMUNITIES**

Power comes from **RELATIONSHIPS**

PEOPLE are the answer

People are **CITIZENS**

Social Service Model



Focus on **NEEDS**

Responds to **PROBLEMS**

CHARITY Orientation

Emphasis on **AGENCIES**

Focus on **INDIVIDUALS**

Goal is **SERVICES**

Power comes from **CREDENTIALS**

PROGRAMS are the answer

People are **CLIENTS**



Develop Relationships with Key Partners

Already existing partners?

Not in name only.

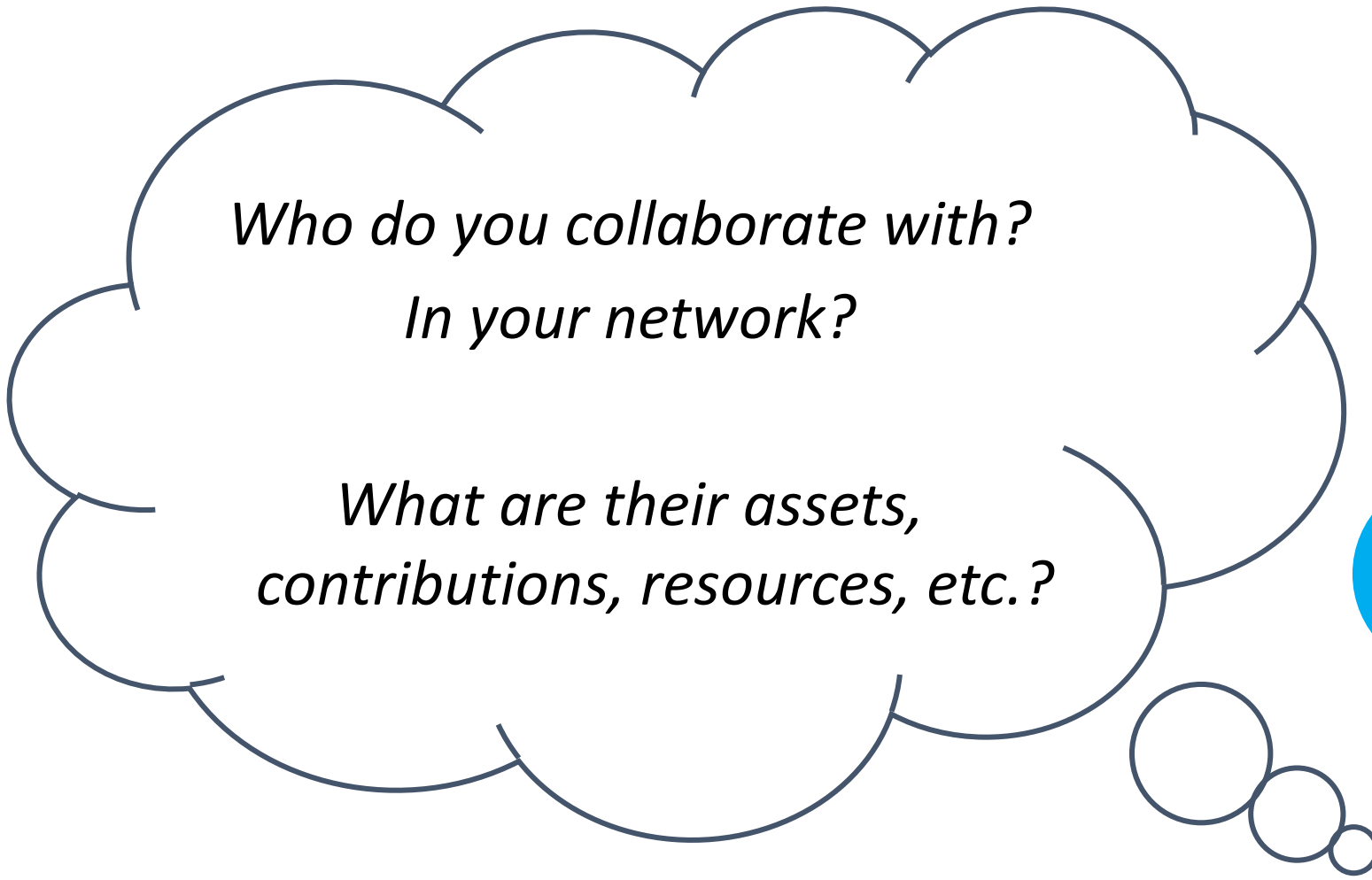
Do it now. Start early!

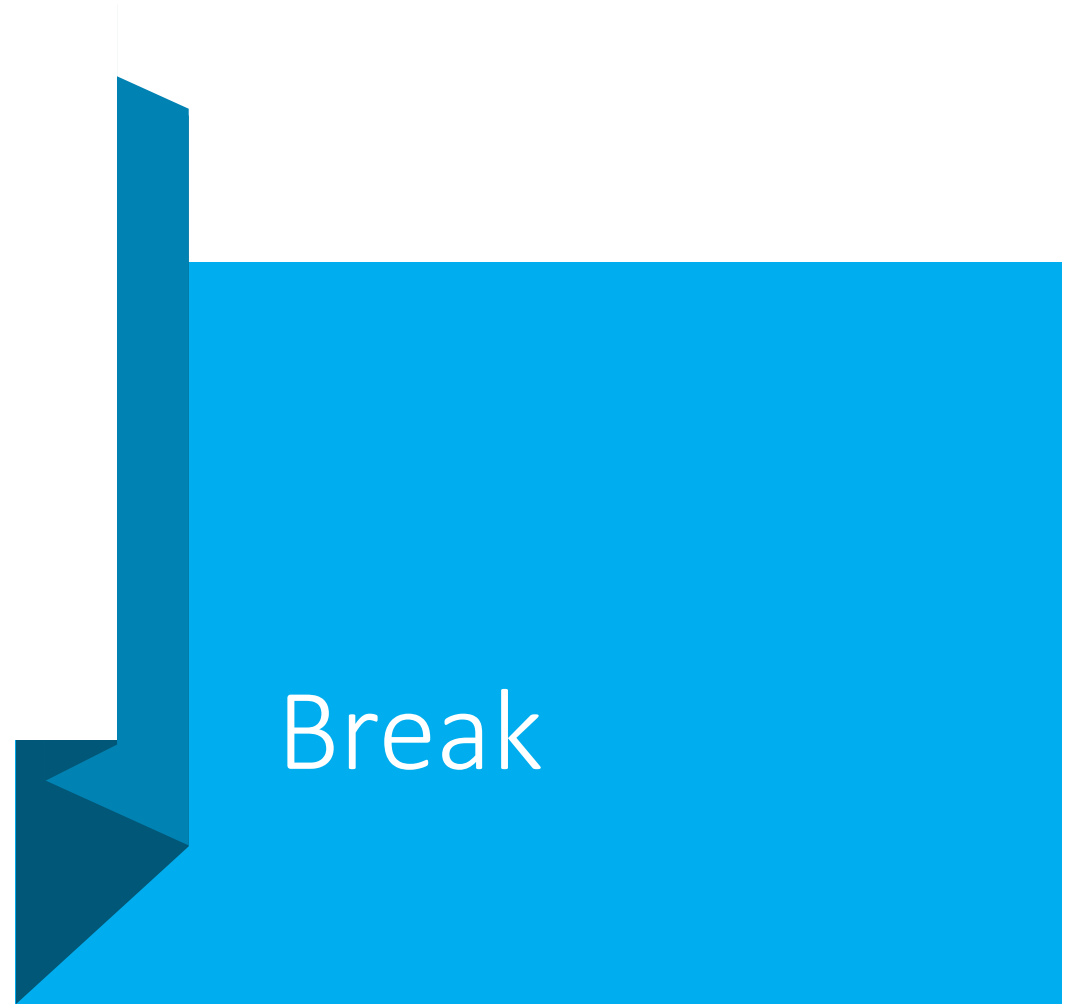
*Be clear about what you need,
responsibilities, contribution, time &
expectations.*





Win-Win Partnership & Matrix







Determine Gaps

What resources are missing that will keep me from being successful?

This answer should guide your grant search.





Finding Potential Grants



Finding Potential Grants



What is your “go-to” source (URL) for finding grants?



Request for Proposals: Where to Start?



#1 What is your overarching goal?



#2 What entity aligns with your goal?



State, Local, Foundation, Etc.,

1. Online search
2. Your network
3. Outreach events



Where do I start?



Local and Foundation Grants



Tap into your network

A few resources...

- [Grantstation.com](https://www.grantstation.com)



Searching on Grants.gov



HELP | REGISTER | LOGIN

SEARCH: Grant Opportunities ▾ Enter Keyword... GO

GRANTS.GOVSM
FIND. APPLY. SUCCEED.SM

HOME | LEARN GRANTS ▾ | SEARCH GRANTS | APPLICANTS ▾ | GRANTORS ▾ | SYSTEM-TO-SYSTEM ▾ | FORMS ▾ | CONNECT ▾ | SUPPORT ▾

Convenience Comes to Federal Grants

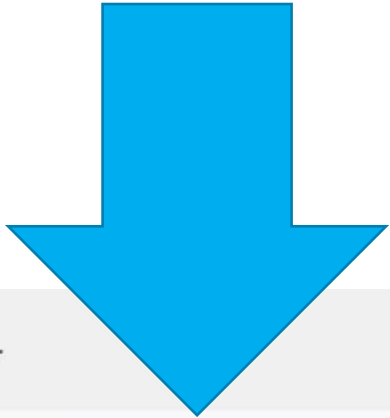
Download the Grants.gov Mobile App to search and submit on the go.

Download on the App Store | GET IT ON Google Play

<https://www.grants.gov/web/grants/home.html>

SEARCH GRANTS | GET STARTED | GRANT POLICIES | GRANT-MAKING AGENCIES | PREVENT SCAMS | COMMUNITY BLOG | TWITTER FEED | YOUTUBE VIDEOS | ONLINE HELP | SUPPORT CENTER

START



Option 1: Key word search



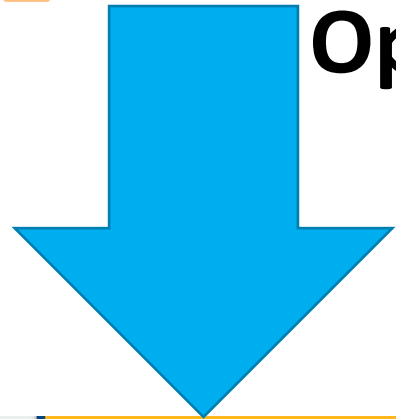
The screenshot shows the Grants.gov website interface. At the top, there is a search bar with the text "SEARCH: Grant Opportunities" and a dropdown menu. To the right of the search bar is a red "GO" button. Below the search bar is a navigation menu with the following items: HOME, LEARN GRANTS, SEARCH GRANTS, APPLICANTS, GRANTORS, SYSTEM-TO-SYSTEM, FORMS, CONNECT, and SUPPORT. The "HOME" item is highlighted. In the top right corner, there are links for "HELP", "REGISTER", and "LOGIN". The website's logo "GRANTS.GOV" and the tagline "FIND. APPLY. SUCCEED." are visible on the left side of the header.

Option 2: Scroll





Option 2: Search Grants



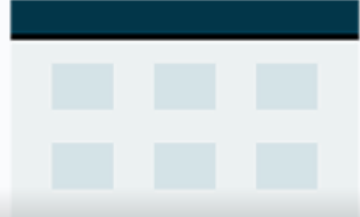
-  [SEARCH GRANTS](#)
-  [GET STARTED](#)
-  [GRANT POLICIES](#)
-  [GRANT-MAKING AGENCIES](#)
-  [PREVENT SCAMS](#)
-  [COMMUNITY BLOG](#)
-  [TWITTER FEED](#)
-  [YOUTUBE VIDEOS](#)
-  [USER GUIDE](#)
-  [SUPPORT CENTER](#)



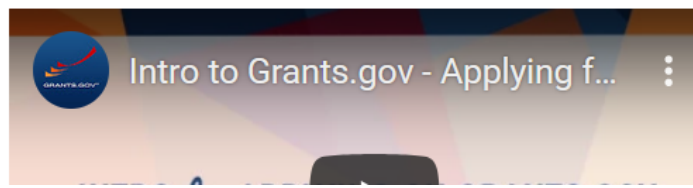
Apply for Grants as a Team
Easily collaborate on your federal grant applications



New Grants.gov Chatbot
Grant, the Grants.gov help chatbot, was created to answer users' most frequently asked questions (FAQs).



Next System Maintenance:
September 23 - 29, 2022




UEI Planned Unique Entity

SEARCH GRANTS



BASIC SEARCH CRITERIA:

Keyword(s):

Opportunity Number:

CFDA:

SEARCH

[Search Tips](#) | [Export Detailed Data](#) | **Save Search »**

SORT BY: Posted Date (Descending) ▾ **Update Sort**

DATE RANGE: All Available ▾ **Update Date Range**

1 - 25 OF 2603 MATCHING RESULTS: [« Previous](#) **1** [2](#) [3](#) [4](#) [5](#) [6](#) ... [105](#) [Next »](#)

Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date ↓	Close Date
NNH22ZDA001N-SBBLEO	ROSES 2022: Research Pathfinder for Beyond Low Earth Orbit Space Biology Investigations	NASA-HQ	Posted	08/11/2022	09/01/2022
RFA-TS-23-001	Identify and Evaluate Potential Risk Factors for Amyotrophic Lateral Sclerosis (ALS)	HHS-CDC-HHSCDCERA	Forecasted	08/11/2022	
USDA-NRCS-NHQ-WMBP-22-NOFO0001217	NRCS's Wetland Mitigation Banking Program for Federal Fiscal Year 2022	USDA-NRCS	Posted	08/11/2022	10/10/2022
H-NOFO-22-102	Countering Stigma and Prejudice Against the Transgender Community	DOS-IND	Posted	08/11/2022	09/12/2022
DE-FOA-0002835	RFI Ultra-Fast-Triggered Semiconductor Devices for Enhanced System Resiliency	DOE-ARPAE	Posted	08/11/2022	09/09/2022
72066322RFA00006	USAID/Ethiopia Civic Engagement Activity	USAID-ETH	Posted	08/11/2022	09/28/2022
EPA-OW-OWOW-22-03	Fiscal Year 2022 Tribal Wetland Program Development Grants	EPA	Posted	08/10/2022	10/07/2022
USDA-NRCS-NHQ-CIGCLASSIC-22-NOFO0001218	Announcement for Program Funding for NRCS's Conservation Innovation Grants (CIG) Classic Program for Federal fiscal year (FY) 2022	USDA-NRCS	Posted	08/10/2022	10/11/2022
72038622RFA00002	Strengthening Landscapes Management and Conservation	USAID-INA	Posted	08/10/2022	09/16/2022
DOS-BAGHDAD-PD-2022-007	Eastern Iraqi Universities Initiative	DOS-IRO	Posted	08/10/2022	09/10/2022

OPPORTUNITY STATUS:

- Forecasted (488)
- Posted (2,115)
- Closed (5,341)
- Archived (61,627)

FUNDING INSTRUMENT TYPE:

- All Funding Instruments
- Cooperative Agreement (977)
- Grant (1,752)
- Other (149)
- Procurement Contract (44)

ELIGIBILITY:

- All Eligibilities
- City or township governments (1,104)
- County governments (1,168)
- For profit organizations other than small businesses (1,061)
- Independent school districts (1,044)

BASIC SEARCH CRITERIA:Keyword(s): Opportunity Number: CFDA: [Search Tips](#) | [Export Detailed Data](#) |

... (Pending) ▾

DATE RANGE:

All Available ▾

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RESULTS:

« Previous **1** 2 3 4 5 6 ... 105 Next »

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EPA-OW-OWOW-22-03	Fiscal Year 2022 Tribal Wetland Program Development Grants	EPA	Posted	08/10/2022	10/07/2022
USDA-NRCS-NHQ-CIGCLASSIC-22-NOFO001218	Announcement for Program Funding for NRCS's Conservation Innovation Grants (CIG) Classic Program for Federal fiscal year (FY) 2022	USDA-NRCS	Posted	08/10/2022	10/11/2022
72038622RFA00002	Strengthening Landscapes Management and Conservation	USAID-INA	Posted	08/10/2022	09/16/2022
DOS-BAGHDAD-PD-2022-007	Eastern Iraqi Universities Initiative	DOS-IRQ	Posted	08/10/2022	09/10/2022
PAR-22-221	AD/ADRD, Adverse Childhood Experiences, and Social Determinants of Health Ancillary Studies of Existing Longitudinal Cohorts (R01 - Clinical Trial Not Allowed)	HHS-NIH11	Posted	08/10/2022	10/05/2022
RFA-HD-23-012	Reproductive Scientist Development Program (RSDP) (K12 Clinical Trial	HHS-NIH11	Posted	08/10/2022	11/30/2022

BASIC SEARCH CRITERIA:

Keyword(s):

Opportunity Number:

CFDA:

Search Tip

SORT BY: Posted Date (Descending)



Update Sort

DATE RANGE:

All Available

YIKES!

1 - 25 OF 2603 MATCHING RESULTS:

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- For profit organizations other than small businesses (1,061)

CATEGORY:

- All Categories
- Agriculture (56)

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NNH22ZDA001N-SBBLEO	ROSES 2022: Research Pathfinder for Beyond Low Earth Orbit Space Biology Investigations	NASA-HQ
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72038622RFA00002	Strengthening Landscapes	USAID-INA



BASIC SEARCH CRITERIA:

Keyword(s):

Opportunity Number:

CFDA:

- CATEGORY: [X] Agriculture
- ELIGIBILITY: [X] Individuals
- FUNDING INSTRUMENT: [X] Grant

[Search Tips](#) | [Export Detailed Data](#) |

SORT BY:

DATE RANGE:

1 - 1 OF 1 MATCHING RESULTS:

Opportunity Number	Opportunity Title	Agency	Opportunity Status	Posted Date	Close Date
USDA-NRCS-FL-CIG-22-NOFO0001150	Conservation Innovation Grants (CIG) for Federal fiscal year (FY) 2022 – Florida	USDA-NRCS	Posted	04/15/2022	08/31/2022

OPPORTUNITY STATUS:

- Forecasted (0)
- Posted (1)
- Closed (0)
- Archived (31)

FUNDING INSTRUMENT TYPE:

- All Funding Instruments
- Grant (1)

ELIGIBILITY:

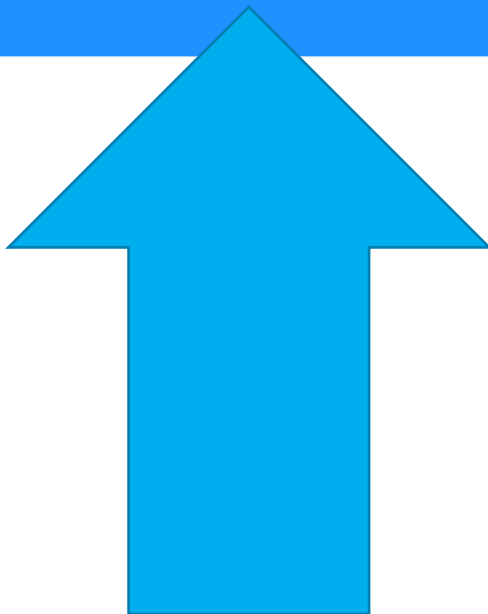
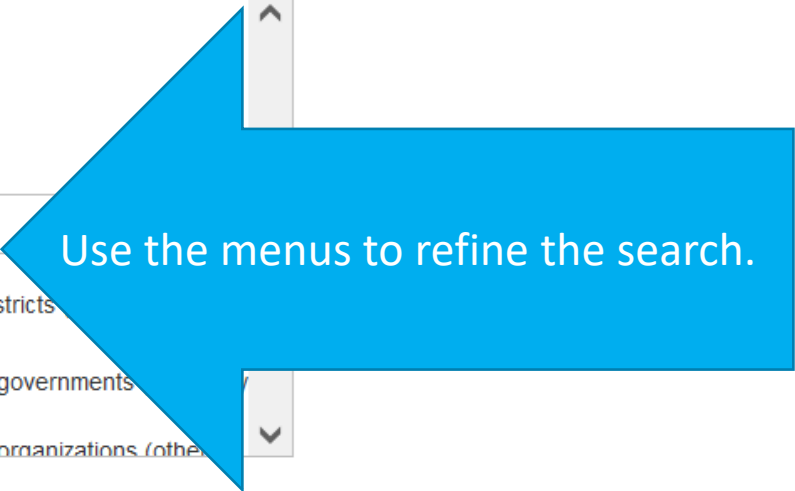
- businesses (1)
 - Independent school districts
 - Individuals (1)
 - Native American tribal governments (recognized) (1)
 - Native American tribal organizations (other)

CATEGORY:

- All Categories
- Agriculture (1)
- Environment (1)
- Natural Resources (1)

AGENCY:

- All Agencies
- All Department of Agriculture [USDA] (1)



Other Resources



The screenshot shows the Grants.gov website interface. At the top is a dark navigation bar with ten icons and their corresponding labels: SEARCH GRANTS (binoculars), GET STARTED (checkmark), GRANT POLICIES (scales), GRANT-MAKING AGENCIES (classical building), PREVENT SCAMS (shield), COMMUNITY BLOG (RSS), TWITTER FEED (Twitter bird), YOUTUBE VIDEOS (play button), USER GUIDE (document), and SUPPORT CENTER (question mark). Below the navigation bar are three main content tiles. The first tile is titled 'Apply for Grants as a Team' with the subtitle 'Easily collaborate on your federal grant applications' and features an icon of a computer monitor displaying a document. The second tile is titled 'New Grants.gov Chatbot' with the subtitle 'Grant, the Grants.gov help chatbot, was created to answer users' most frequently asked questions (FAQs)' and features an icon of a person wearing a headset. The third tile is titled 'Next System Maintenance: September 23 - 29, 2022' and features an icon of a calendar. At the bottom of the screenshot, there are three smaller preview tiles: a document editor interface, a video player titled 'Intro to Grants.gov - Applying f...', and a document titled 'UEI' with the subtitle 'Planned Unique Entity'.

Apply for Grants as a Team
Easily collaborate on your federal grant applications

GRANTS.GOV Chatbot
Grant, the Grants.gov help chatbot, was created to answer users' most frequently asked questions (FAQs).

**Next System Maintenance:
September 23 - 29, 2022**

Preview of a document editor interface showing a toolbar and a pencil icon.

Intro to Grants.gov - Applying f...

UEI Planned Unique Entity


Online Help




- Get Started
 - Navigation
- Register
- Login And My Account
- Search Grants
- Applicants
- Grantors
- Connect
- Manage Workspaces
- Administrators
- XMLExtract

Get Started

Grants.gov is designed to enable federal grant-making agencies to create funding opportunities and applicants to find and apply for these federal grants. The Grants.gov Online Help provides explanations and step-by-step instructions for both applicants and grantors to complete these processes.

Each page of information is referred to as a “help article,” which you can access by clicking the  icons throughout Grants.gov and by using the navigation features listed below. For general information about the grants lifecycle and policies, click the **Learn Grants** tab on Grants.gov.

Navigation in the Online Help

 **Table of Contents:** The primary navigation tool is the table of contents, which is designed to follow the Grants.gov system structure. The help instructions in the Applicants, Grantors, and Administrators sections pertain specifically to those types of users. The other sections are for all users.



Glossary: The online help also features a glossary of terms pertinent to using the Grants.gov system. If you are new to grants or would like a broader range of grant-related terms, the Grant Terminology page on Grants.gov may also be helpful.



Search: Select the type of search you are looking for from the pull down menu, Grants Opportunities or Site Content. For the site content, select Site Content then type the name of an action, a page title, or any other questions you may have into the search bar. For Grant Opportunities, select Grant Opportunities then type the opportunity you are searching for. Click the Search icon in the search bar or select the Enter key on your keyboard to return results with the instructions and help you need.



Index: The online help also features an index of all the terms and associated topics used throughout the guide. The index sorts these terms alphabetically, then connects them with other terms and topics used in relation to each other.



Your mission during the break

Find an RFP:
Explore somewhere new to you





Exploration over the Break:

Tell us...

What did you
discover that was
new to you?





Selecting a Proposal



You Can Find Money Related to This:





A Grant Announcement Comes Out to Gather Empty Shoeboxes:

- The *funding* amount is quite *high*.
- You can find *plenty of shoeboxes* so the work can be accomplished.
- The funding agency seems to *like your organization*.
- You would be *rewarded* on your *job* if you got this much funding.
- *Do you go for it?*



Avoiding Mission Drift



- The Funding Dilemma
 - Do you settle for best fit now?
 - Do you hold out for exact fit?
- Funding should help the effort become...
 - Sustainable
 - Focused
 - Productive
- Stick to your plan.

Do Your Homework

Read all the guidelines ...

with a highlighter ...

not at bedtime!

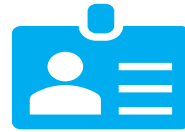




Assessing an Opportunity: What is the Likelihood of Getting Funded?



WHAT ARE THE
PRIORITIES?



WHO CAN
APPLY?



IS THERE A
GEOGRAPHIC
INTEREST?



HOW MANY
PROJECTS WILL
BE FUNDED?



HOW MUCH IS
AVAILABLE PER
GRANT?



WHAT KINDS
OF PROJECTS
HAVE BEEN
FUNDED?



WHAT IS THE
FUNDING
CYCLE?



WHAT IS THE
DEADLINE FOR
SUBMISSION?



Does the Grant Allow for the Resources You Need?

- What kinds of things can be included?
- Is funding available upfront or by reimbursement?





Does the Timeline Match Our Needs?

- When is the proposal due?
- When will funds be awarded?
- What is the start date?
- How long will funding last?





Can We Make a Strong Case?



Practice!

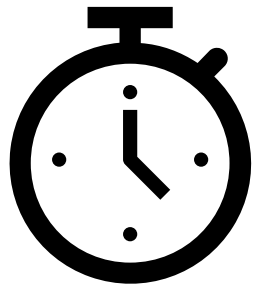
Using the “Assessing an Opportunity” handout, practice identifying information from the RFP you found or the one provided.





Ultimately...

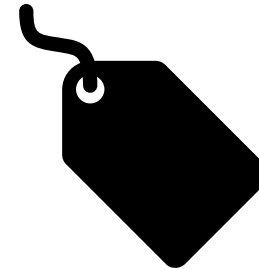
Is writing worth the investment of:



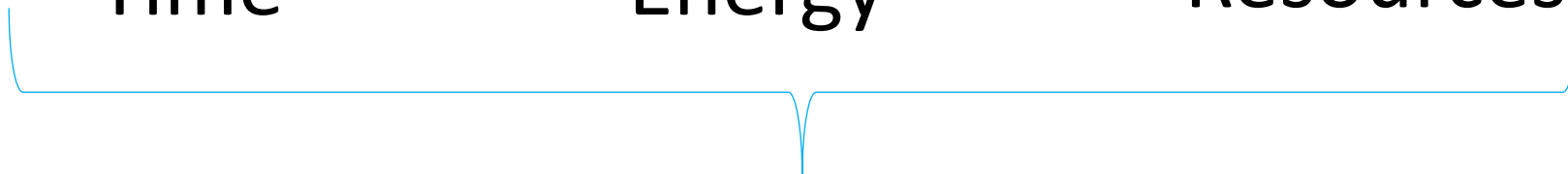
Time



Energy



Resources



Likelihood of Funding



Do We Have Capacity?

Write



Manage





Debrief

What was your biggest “ah ha” from this section on choosing a proposal?





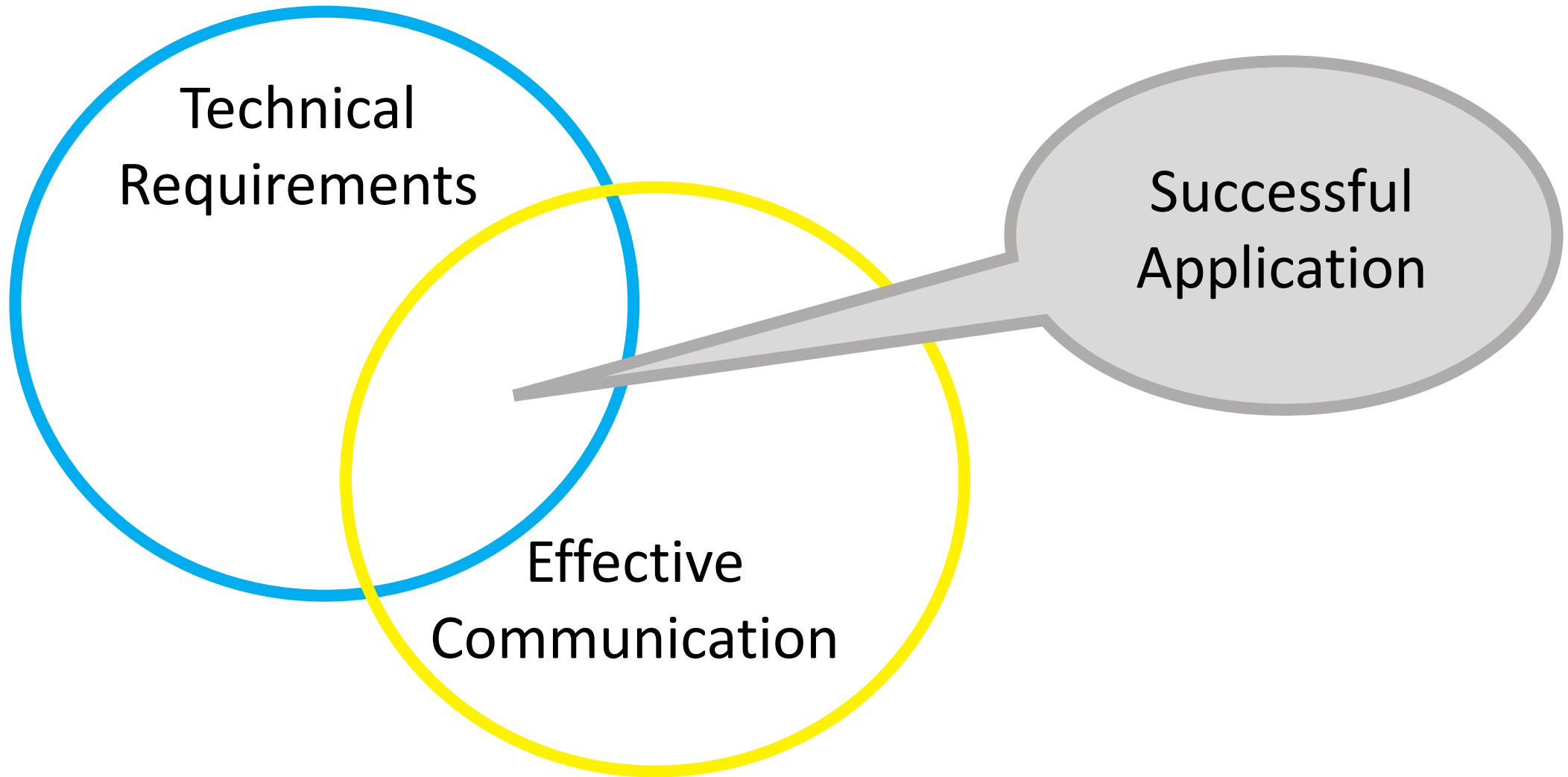
RFP: Technical Parts

1. Cover Sheet (form)
2. Project Summary
3. Project Narrative
4. Bibliography
5. Facilities & Other Resources
6. Equipment Documentation
7. Other Attachments (e.g., support letters)
8. Senior/Key Personnel (and data, e.g., CVs)
9. Budget
10. Budget Justification





TECHNICAL Meets COMMUNICATION



Key Concepts for Successful Grant Writing

- Storytelling
- Connect the dots
- SMART goals/objectives
- Feasible
- Logical
- Credible
- Accountable



Project Narrative Requirements

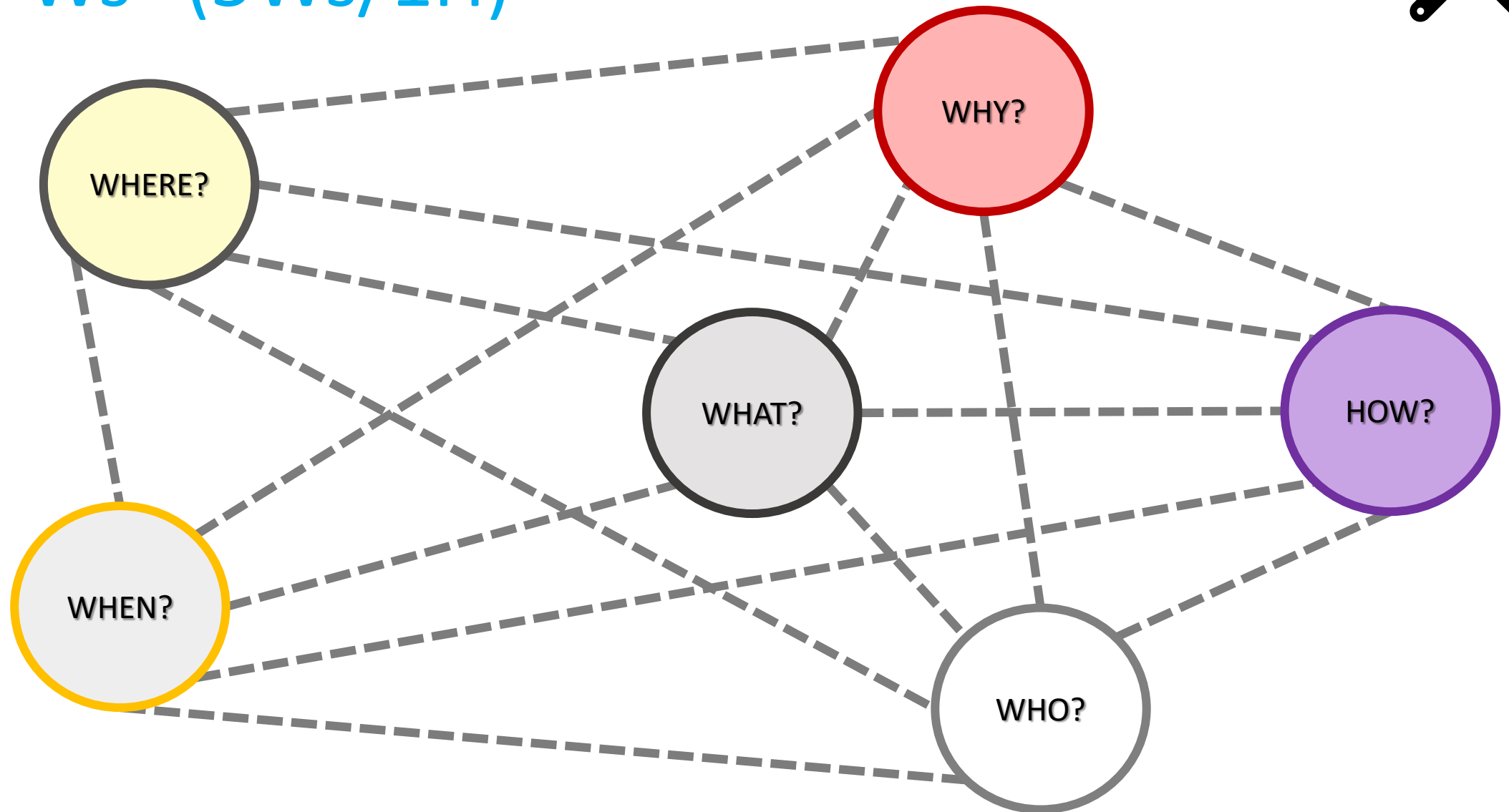
General Format

1. Introduction/Problem Statement
2. Additional Background
3. Proposed Solution (goals/objectives)
4. Proposed Approach
5. Specific Tasks
6. Deliverables
7. Timeline
8. Expected Outcomes





6 “Ws” (5Ws/1H)



What?

- Think: goals and objectives
 - Goals: broader outcomes
 - Objectives: specific actions
- Do your homework
- Agency priorities
- Are they feasible

Key concepts: goals/objectives, feasible

Goals/Objectives





Who?

It Takes a Team

- Do I have the expertise?
- One aspect of “feasible” = right team
- Connect the dots: *who* → *objectives*
- How much will my team cost?

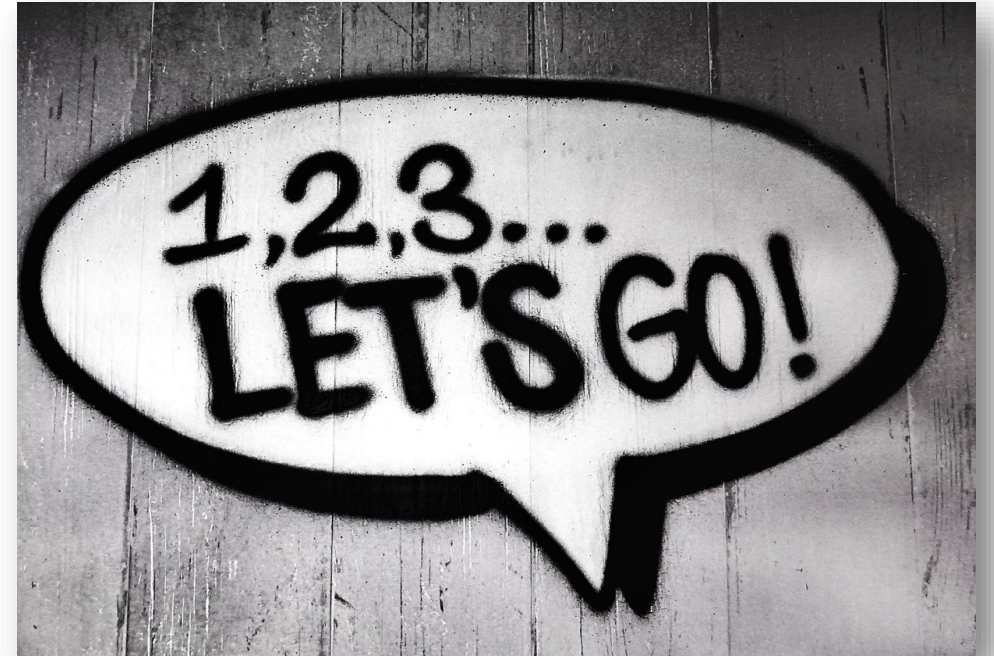
Key concepts: feasible, connect the dots



Why?

- Why does it matter?
- Connects more dots:
 - Justifies WHAT and WHO
 - Does it match agency priorities?

Tell the Story



Key concepts: Storytelling, connect the dots



How?

The Approach

- Strategy for specific “tasks”
- Connect more dots: WHO does WHAT
- Credibility → Feasibility: right expertise?
- Logical → credible: does approach work?



Key concepts: credible, logical, feasible, connect the dots



When?

Timeline

- Connects more dots: WHAT, HOW, WHO
- Sequence of WHAT via HOW by WHO
- Benchmarks:
 - Meeting deadlines → accountability
 - logical and feasible given RFP



Key concepts: connect the dot, logical, feasible, accountability

Where?

Location

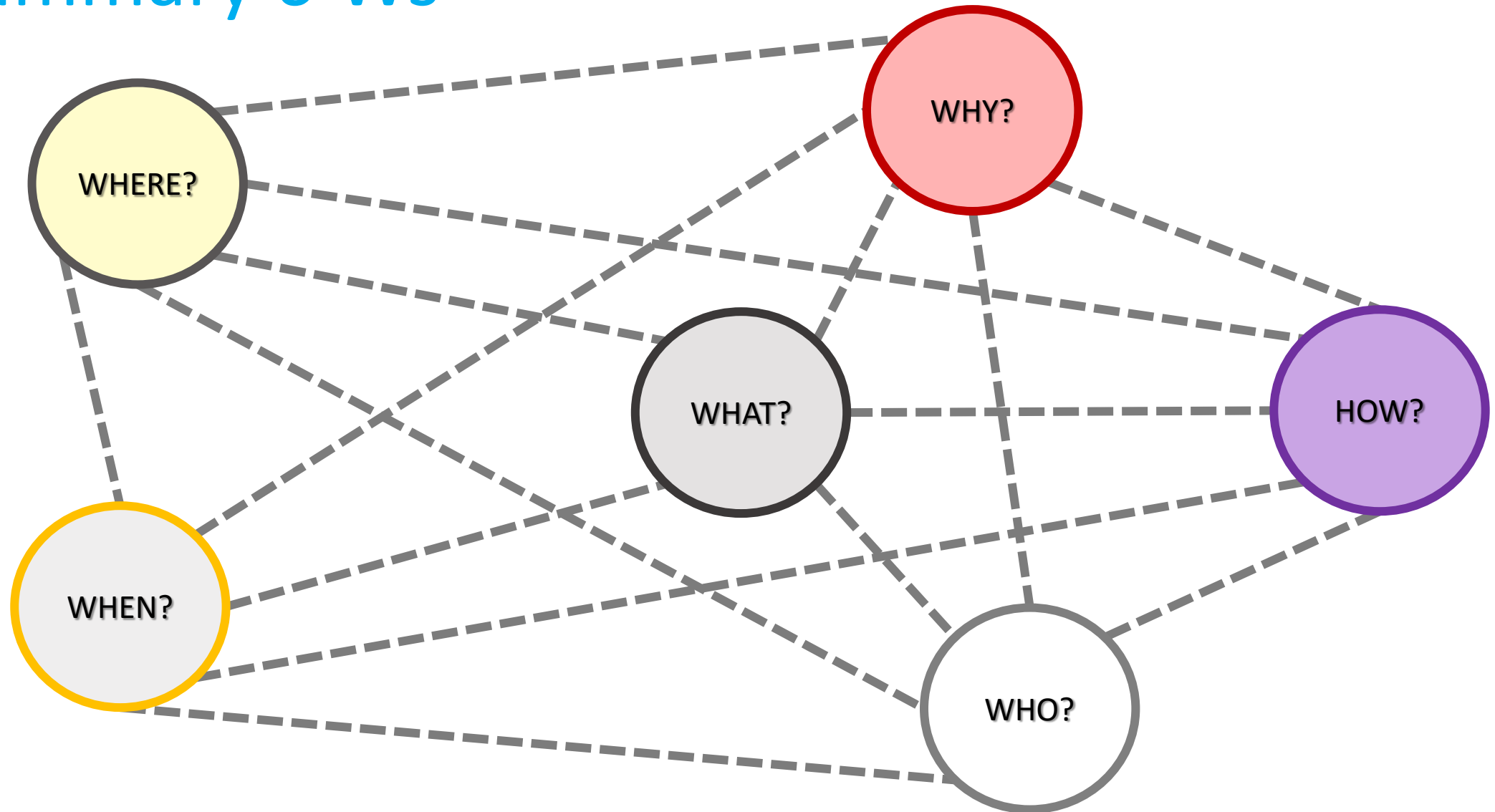
- RFP requirements may include place:
 1. Research developed
 2. Surveys implemented
 3. Data is housed
- Connects: WHAT, WHO, HOW, WHEN



Key concepts: connect the dots



Summary 6 Ws





Breakout & Discussion Activity: What's Missing?



Summary: *The overall goal is to encourage and assist socially disadvantaged farmers and ranchers, veteran farmers and ranchers, and beginning farmers and ranchers with owning and operating farms and ranches and in participating equitably in the full range of agricultural, forestry, and related programs offered by USDA. In this activity excerpted statements from a recently funded USDA 2501 proposal have been extracted and modified. The objective for each team is to identify ways to strengthen the content within each of the statements. Did the writer respond to what the RFA was asking? Are you able to identify what's missing?*

As a group:

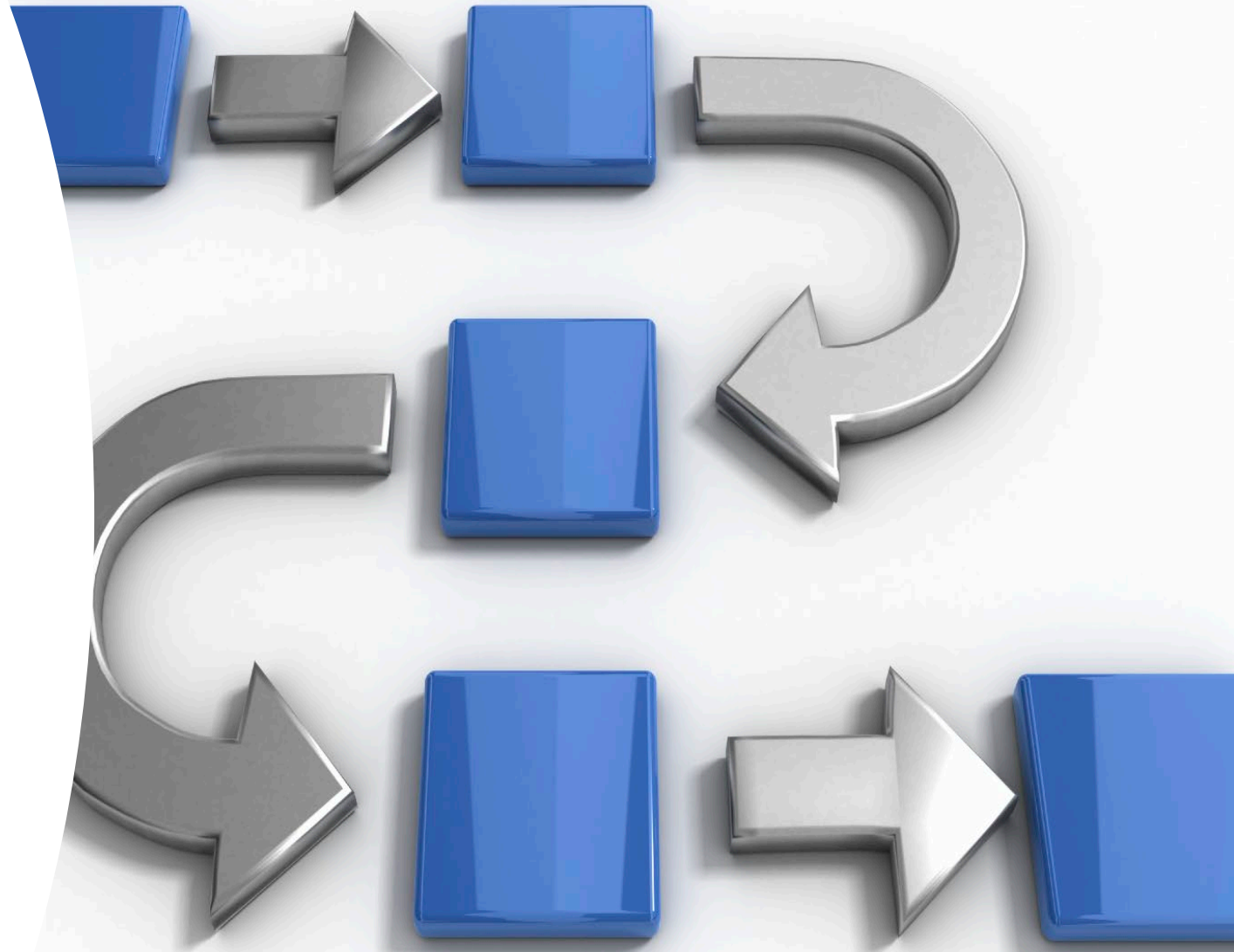
1. Identify a team member to “report out” when we return to our full group. Each person will have 60 seconds to report out.
2. Review the assigned activity excerpt and identify what would make these statements stronger.



Report Out

Spokesperson for each team:

“This is what we thought would have made this excerpt better...”



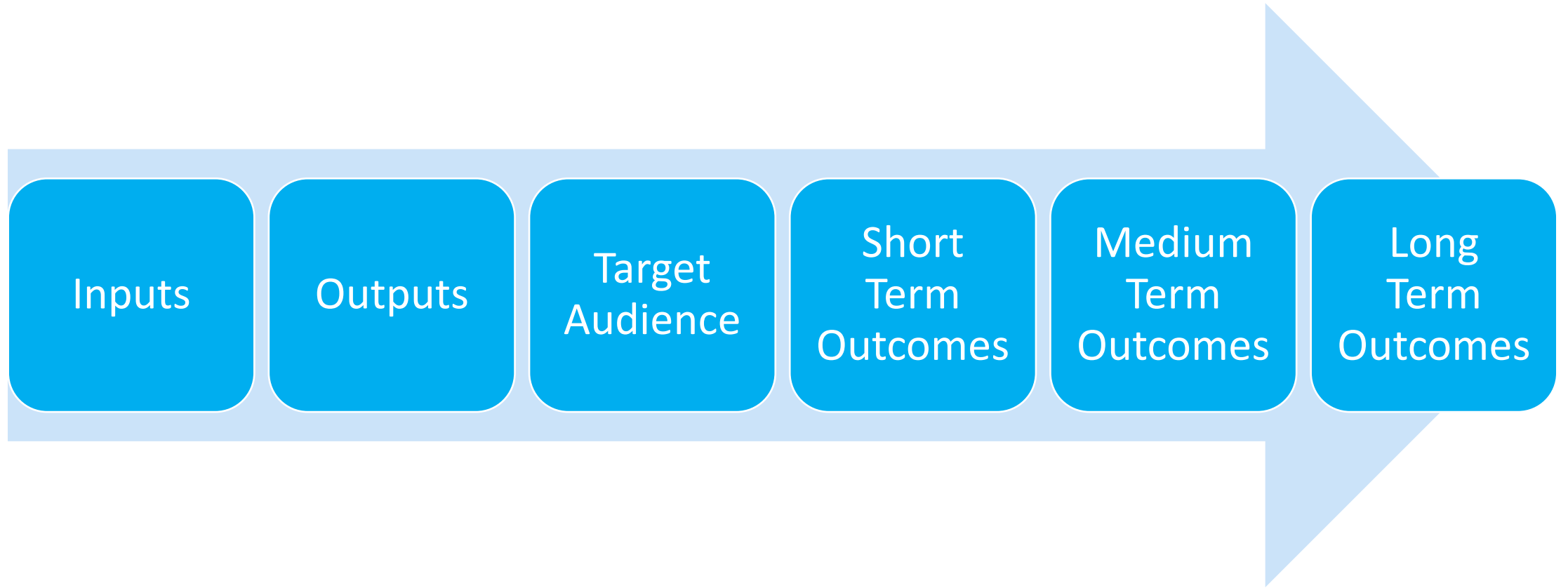


Writing a Proposal, Part 2

Logic Model & Evaluation Plan



Logic Models – Keeping It Simple





Guiding with Simple Questions

Inputs	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
What resources do you have to support your actions?	What actions will you take to guide the target audience to change?	Who needs to take action?	What Attitudes, Knowledge or Skills are needed to lead to changes in Behavior?	What Behavior changes will lead to the Condition you want to change?	What Condition to you want to change over time?



A Simple Example

Goal: Train Socially Disadvantaged Farmers & Ranchers (SDFR) to successfully develop grant proposals in 18 months.



Inputs	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Resources	Actions	Who	Attitudes, Knowledge or Skills	Behavior	Condition
					SDFR participants increase operating capital for farm business.



A Simple Example

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			SDFR participants: <ul style="list-style-type: none"> Learn where to find grant opportunities (Knowledge) Demonstrate skills related to grant writing (SMART goal, logic model, budget, etc. (Skill)) 	SDFR participants write successful grant proposals	SDFR participants increase operating capital for farm business.



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Inputs	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Resources	Actions	Who	Attitudes, Knowledge or Skills	Behavior	Condition
	Offer training workshop to include: <ul style="list-style-type: none"> • Where to find grant opportunities • How to select a grant opportunity • How to respond successfully to an RFP • Preparing to manage a grant 	Socially Disadvantaged Farmers & Ranchers (SDFR)	SDFR participants: <ul style="list-style-type: none"> • Learn where to find grant opportunities (Knowledge) • Demonstrate skills related to grant writing (SMART goal, logic model, budget, etc. (Skill)) 	SDFR participants write successful grant proposals	SDFR participants increase operating capital for farm business.



A Simple Example

Goal: Train Socially Disadvantaged Farmers & Ranchers (SDFR) to successfully develop grant proposals in 18 months.



Inputs	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Resources	Actions	Who	Attitudes, Knowledge or Skills	Behavior	Condition
Land Grant University Computer lab	Offer training workshop to include: <ul style="list-style-type: none"> Where to find grant opportunities How to select a grant opportunity How to respond successfully to an RFP Preparing to manage a grant 	Socially Disadvantaged Farmers & Ranchers (SDFR)	SDFR participants: <ul style="list-style-type: none"> Learn where to find grant opportunities (Knowledge) Demonstrate skills related to grant writing (SMART goal, logic model, budget, etc. (Skill)) 	SDFR participants write successful grant proposals	SDFR participants increase operating capital for farm business.



Now to Measure Success



Evaluation Tool – Works with the Logic Model



	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Outcomes to measure					
What you need to know					
Who has the information					
How will you get the information					
How often will you collect					

Step 1: Move What You Need to Measure from Logic Model



Inputs	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Resources	Actions	Who	Attitudes, Knowledge or Skills	Behavior	Condition
Land Grant University Computer lab	<p>Offer training workshop to include:</p> <ul style="list-style-type: none"> Where to find grant opportunities How to select a grant opportunity How to respond successfully to an RFP Preparing to manage a 	Socially Disadvantaged Farmers & Ranchers (SDFR)	<p>SDFR participants:</p> <ul style="list-style-type: none"> Learn where to find grant opportunities (Knowledge) Demonstrate skills related to grant writing (SMART goal. logic model. 	SDFR participants write successful grant proposals	SDFR participants increase operating capital for farm business.
	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Outcomes to measure	Offer training workshop	SDFR	<ul style="list-style-type: none"> Learn where to find grant opportunities Demonstrate grant writing skills 	Participants write successful grant proposals	Participants increase operating capital

Step Two: Answer the Questions on the Left for Each Item You Want to Measure



	Outputs or Strategies	Target Audience	Short Term Outcomes	Medium Term Outcomes	Long Term Outcomes
Outcomes to measure	Offer training workshop ↓	SDFR ↓	<ul style="list-style-type: none"> Learn where to find grant opportunities Demonstrate grant writing skills 	Participants write successful grant proposals ↓	Participants increase operating capital ↓
What do you need to know?	Number of workshops conducted ↓	Number of attendees ↓	What participants learned ↓	Number of successful proposals written ↓	Amount of grant funding received ↓
Who has the information?	Instructor ↓	Instructor ↓	Participants ↓	Participant ↓	Participant ↓
How will you get the information?	Gather copies of agendas from instructors ↓	Sign-in sheets from instructors ↓	Post-workshop evaluation OR in class practice ↓	Check-in calls with participants ↓	Anonymous survey ↓
How often will you collect?	After each workshop	After each workshop	After each workshop	Quarterly	Annually



In Chat:



What is the biggest challenge you face in constructing a budget?



Constructing the Budget

1. Internal staffing (salaries and benefits) – Project manager, trainers, financial manager, evaluator, etc.
2. Contracts for people outside your organization
3. Equipment
4. Travel (domestic, international)
5. Materials and supplies
6. Meeting expenses (rental space, room setup, etc.)
7. Other “direct costs”
8. Indirect costs - Overhead if applicable

Note: Read your RFP for specific budget categories



Think about Your Project

Take two minutes to jot down
the kinds of things you need
funding to provide for your
project to be successful?





The Budget: START IN EXCEL!

	Period 1	Period 2	Period 3	Period 4	Total
Personnel:					
				5,000.00	
Smith	0.00	0.00	12,000.00	0.00	12,000.00
Doe - fringe (10%)	1,000.00	1,000.00	0.00	500.00	2,500.00
Smith - fringe (8%)	0.00	0.00	960.00	0.00	960.00
Jones - fringe (15%)	750.00	750.00	1,125.00	0.00	2,625.00
Total Personnel Costs:	16,750.00	16,750.00	21,585.00	5,500.00	60,585.00
Other Direct Costs:					
Travel - domestic to conferences	0.00	0.00	3,000.00	3,000.00	6,000.00
Travel - domestic for survey data collection		5,000.00		0.00	5,000.00
Supplies	1,000.00	2,000.00	0.00	0.00	3,000.00
Equipment	0.00	0.00	0.00	0.00	0.00
Contracts	20,000.00	20,000.00	20,000.00	0.00	60,000.00
	37,750.00	43,750.00	44,585.00	8,500.00	
INDIRECT COSTS (42.85%):	16,175.88	18,746.88	19,104.67	3,642.25	57,669.68

Getting Started with Federal Grants

Three Important Steps:



1. Get a Unique Entity Identification (UEI) - replaces DUNS # - one time process
2. Register on System for Award Management (SAM) SAM.gov – renew annually.
3. Register on Grants.gov





Managing Your Funding – Thinking ahead

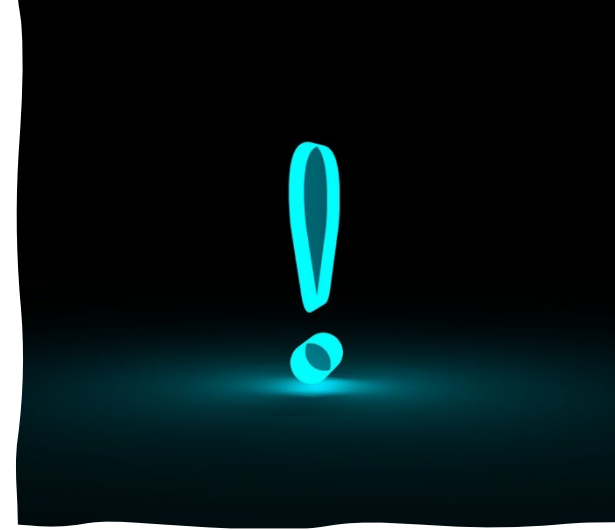
**How do you
manage your
personal or
business
finances?**



This is Serious!

Reality check:

Misusing funding can cause you to have to return funds or even result in not being able to apply for funding ever again.





Best Practices for Money Management

- Keep receipts and other documentation of expenses.
- Regularly record expenses – as soon as spent.
- Make sure expenses match with objectives.
 - Example – Travel
- Make sure you are keeping in line with budget line items and totals.
- Communicate regularly with program officer if you need to adjust your budget. Prior approval typically required.





Insider Tips

- Understand review process
- It take a team!
- Stakeholder input/participation
- Incorporate agency priorities
- Revise, iterate, proofread
- Evaluation plan
- What would you add?





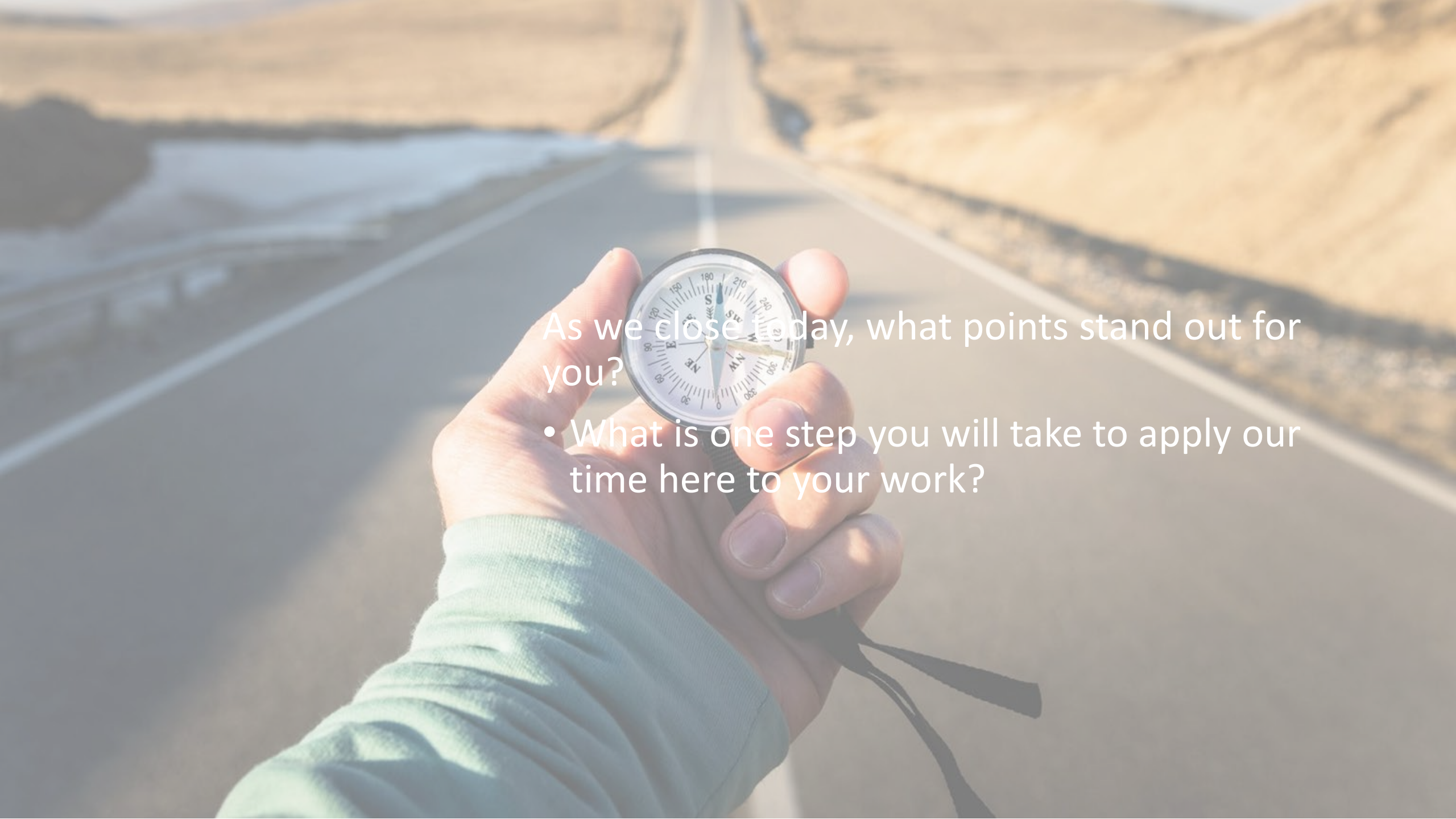
Expanding the Toolbox

Process:

- Discuss together
- Work in partnership

What other tools would make your work in writing grants easier?



A hand holding a compass over a road at sunset. The background shows a road with white lines curving through a landscape under a warm, golden light. The hand is wearing a light green sleeve.

As we close today, what points stand out for you?

- What is one step you will take to apply our time here to your work?



Your Questions

- Photo by Matt Walsh on Unsplash

Get in Touch




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Thank you!

I appreciate the opportunity to join you today.