

Grant Writing

Washington State Association of
Head Start & ECEAP

October 10, 2007

Why write a grant?

- “We need more money!”
- Solve a specific problem
- Flexibility
- Shot in the arm
- Credibility



"And so you just threw everything together?... Mathews, a posse is something you have to organize."

Before you start to write

Know/document your organization:

- Mission, goals, priorities, budget
- Population you serve
- History, uniqueness
- Changes and trends

Before you start to write

Who needs to be involved?

- Approvals
- Coordination and planning
- Implementation

Before you start to write

Planning your project

- What is the need?
- Consider multiple solutions
- Who will benefit?
- How will you measure the impact?

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Questions?

The Grant Proposal

Standard Elements

- Summary/Abstract
- Introduction
- Problem Statement/Needs Assessment
- Objectives
- Plan of Work
- Evaluation
- Budget

Proposal Writing Tips

Summary/Abstract

- Goes first, but write last
- Touch on all major elements

Introduction

- Who you are
- Establish your credibility
- Indicate direction you'll be heading

Proposal Writing Tips

Problem Statement/Needs Assessment

- Define the problem this grant will address
- Context
- Supporting evidence (DATA)
- Who benefits and why

Proposal Writing Tips

Objectives

- What difference will the grant make?
- What will increase/decrease/expand, by how much
- Who will be affected
- When
- In what way

Proposal Writing Tips

Plan of Work

- Describe activities, staffing, resources, events
- Readers should understand how these actions will accomplish the objectives
- Actions are the means – objectives are the ends

Proposal Writing Tips

Evaluation

- Effectiveness, accountability
- How you will know if your actions have been successful
- Formative and summative
- Internal and external

Developing a Budget

- Project budget vs. organizational budget
- Identify allowable/unallowable cost categories
- Be consistent with organization policy
- Indirect costs?
- Frequently overlooked items
- Matching: cash vs. in-kind
- Reimbursement or up front
- Spreadsheet/chart vs. narrative

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Questions?

Effective Proposals

- Explanatory, straightforward
- Don't assume what the reader knows
- Need writers and readers
- Stay focused
- Use the funder's language



Reading the Guidelines

- Summarize key information
- Deadlines (receipt vs. postmark)
- Form of delivery
- Page limits
- Letters of support
- Follow the format given
- Read through forms early on

Resources

- The Grantsmanship Center – www.tgci.com
- The Foundation Center – www.foundationcenter.org
- Non-Profit Guides – www.npguides.org
- *Demystifying Grant Seeking: What You REALLY Need to Do to Get Grants* by Larissa Golden Brown & Martin John Brown (2001)

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Good luck!

Susan A. Murray, PhD
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