

NC STATE UNIVERSITY College of Natural Resources

## Cultivating Practices for Successful Grantsmanship

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### Today's Discussion

- The Basics for writing ANY grant
- Mechanics of a proposal - *being prepared to apply*
- Knowing your funders
- Breakout Activity – funding your project!
- Grantsmanship
  - With special notes on how *not* to be funded




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### Grantsmanship

**What is the purpose of seeking a grant?**

- Financial assistance to meet the defined outcomes of a well-planned project
- Funding a project that aligns with your agency's mission

**Building relationships with**

- Community partners
- Funding agencies




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### Who Needs Funding Assistance?

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### When to Seek Funding

- Know what you need → seek funding
- Have basic documentation
  - Identify & document needs
  - Define goals
  - Align with mission
  - Past success
- Potential partners
  - the power of networking

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### What to know before you start

- **Community Issues**
  - Identifying Problems / Barriers
  - What is needed to address those problems?
  - What is your agency role?
- **Understanding & Communicating**
  - Needs & Agency Role
  - Documentation & Telling the story
- **Setting goals**
- **Strategies to reach goals**
  - Identifying partners, establishing roles
- **Documenting success**

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### What Proposals Have in Common

- **Who, What, When, Where and Why**
  - Who you are (**agency**)
  - Who you serve (**identify problem, audience**)
  - Why this is the solution (**needs**)
  - What your project will do (**goals**)
  - How it will accomplish set goals (**methods**)
  - How you will measure success (**evaluation**)
  - How to fund project (**grant, in-kind, other**)
  - Future – project **sustainability**

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### What Request for Proposals Have in Common (RFP's or Application Documents)

- **Detailed Instructions**
  - **READ** them
  - **FOLLOW** them
  - **ASK** Questions
- Guesstimate: 50% of proposals are rejected for **NOT** following instructions

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### Projects that need funding assistance



5 minutes

Work in groups of **2-3 people** to identify

1. problem,
2. needs, and
3. solution to seek grant funding

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### Funding Sources

- Government, Foundation, Corporation
- Understand differences
  - Available information (RFP)
  - Application procedures
  - Type of Support provided
  - Sources of money
  - Decision making timeline

Source	1 Information of Availability	2 Application Procedures	3 Support Given	4 Support Not Given	5 Motivations for giving	6 Sources of Money	7 Decision Making
<b>Government Grants</b> (Federal, State, Local)	Lots of RFP's however publication of RFP and submission deadline often very short	Long and complex Personal contact advised	Contract, formula procedures, project, discretionary, research, planning	Endowment, public funds for building	Public needs emphasis in federal money or policy by state-level legislative mandates	Funds (usually legislative process)	6 weeks to 2 years
<b>Foundation Grants</b>	Some available but not enough!	Proposal follows personal contact. Personal contact is <b>VERY</b> important	Project discretionary, competitive, advisory, maybe capital funds or endowment	Have to receive ongoing operating expenses	Philanthropic; public; desire to support recipient for sheltering	Income and Grants (donor's funds in account)	3-6 months
<b>Corporation Grants</b> (auto lease, business)	Difficult to find. Sometimes only available through employee recruitment. Emphasis on convenience where they are	Fast formal procedures. Personal contact <b>VERY</b> important	Community activities, insurance and health projects, special support. Proposal to cover capital funds or endowments, volunteers	Have to receive ongoing operating expenses	Employee benefit package, include revenue per project	Profit, percentage given and subject to executive fluctuations	7 week to 6 months

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### Grant Basics Toolkit

- **P**roblem: identified from needs assessment (*and funders perspective*)
- **O**bjective: snapshot of end of program (*based on program goals & purpose*)
- **M**ethods: what will be done to address the problem (*approaches, strategies, etc.*)
- **E**valuation: how effectiveness and objectives are measured
- **\$** Budget: costs (*supplies, personnel, operational, etc., know eligible costs*)

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### Tools for Preparation

POME\$ Chart

Problem	Objectives	Methods	Evaluation	Budget
<ul style="list-style-type: none"> <li>▪ Identified from needs analysis</li> <li>▪ Linked to Funder's viewpoint</li> </ul>	<ul style="list-style-type: none"> <li>▪ Snapshot of what will be at the end of the project</li> <li>▪ Based on goals, and objectives of the program</li> </ul>	<ul style="list-style-type: none"> <li>▪ What will be done to <b>impact</b> the problem</li> <li>▪ Approaches strategies</li> </ul>	<ul style="list-style-type: none"> <li>▪ How project effectiveness will be measured</li> </ul>	<ul style="list-style-type: none"> <li>▪ Costs to implement this project</li> </ul>

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**Define the Problem**

- **Identifying needs**
  - Support documentation
  - Needs Analysis, Data, Results
- **Link to Interests of the Funding Source**
  - Geographic area
  - Population group
  - Type of Activity



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**Objectives**

- **Goals** – what will project accomplish?
- **Big Picture Focus vs. Project Focus**
  - For proposal to specific grantor – project focused
- **Clearly** state end results



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**SMART Objectives**

- **S**pecific
- **M**easurable
- **A**chievable
- **R**ealistic
- **T**ime-bound



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### Methods

- **How** will you meet program objectives?
- Overall **approach** to address needs
  - **Strategies** the project takes to **impact** the problem



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### Evaluation

- **How effective was your project**
  - Is money well spent?
- **You must measure results**
  - pre / post survey of participants
  - numeric measures: participation, health information, related testing
  - evaluations: staff, participants, other...



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### Budget

- **What will it cost to implement the project?**
  - Be realistic and don't forget indirect costs
- **Categorize budget items**
  - Personnel costs, benefits, overhead
  - Equipment
  - Travel
  - Materials



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**Today's Funders are ready to talk**

- 1. Meet with funder representative
- 2. Discuss (*sell*) your project (*elevator pitch*)
- 3. Get feedback for improvement to meet *their* needs
- 4. Bring home the \$\$\$



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**In Summary: Mechanics of a Proposal**



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## Know your Mission

- **What is your Agency Vision, Mission**
  - Does your project proposal fall within the mission?
  - Does your agency support this project




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## Know your Needs

- **Always evaluate needs**
  - identifying issues, problems
  - needs analysis (what are sources for data?)
- **Be able to communicate needs**
  - public, elected officials, media
- **Have wish list**
  - project ideas to address needs
  - think out of the box




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## Know your Partners

- **Staff within your agency**
  - brainstorm, share program ideas
  - projects that meet multiple objectives
- **Outside the agency**
  - other departments
  - other agencies
- **Potential Funders**
  - staff, board members




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## Project Team

- Understand the mission, project goals
- Clearly define roles, tasks
- Meet often
  - Preparing the proposal
  - Managing the grant
  - Documenting results
  - Evaluation




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## Do's and Don'ts

**Do**

- Make a compelling argument
- Know your budget numbers (plan for cost overruns, have complete list of needs)
- Meet the needs of your customers
- Ensure project aligns with agency mission

**Don't**

- Neglect engaging impacted community partners
- Propose a project that does not align with funder goals
- Use too much jargon in your proposal
- Ignore instructions or funder deadlines
- Wait until the last minute!


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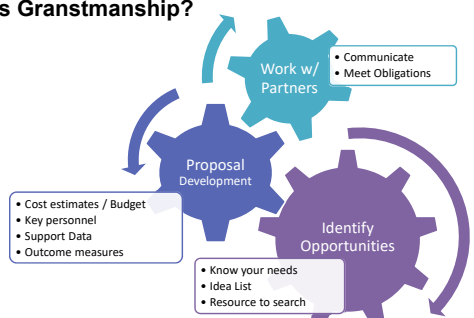
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## What is Grantmanship?



- Cost estimates / Budget
- Key personnel
- Support Data
- Outcome measures

- Communicate
- Meet Obligations

- Know your needs
- Idea List
- Resource to search

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**Q & A**

*Ready to seek funding?*

Be prepared for any grant proposal with a few resource tools  
<https://go.ncsu.edu/rrslibrary>



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