

**Searching for, Writing and
Securing Grants: Method or
Madness?**

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Agenda

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- Identify the steps in the grant proposal process
- Learn how a logic model can be used to develop a proposal
- Explore potential funding sources and methods for researching funders
- Critique a sample proposal from a funder's perspective

Steps in Process – Phase 1 Planning

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1. Identify major characteristics of your project idea and determine if it is "solicited" or "unsolicited"
2. Assess your capabilities
3. Refine the project idea and gather data to support it
4. Select funding source(s) and gather submission requirements

Phase 2 - Writing and Submitting the Proposal

- 5. Identify needed content and lay out the process
- 6. Gather and compose remaining elements of the proposal
- 7. Use a checklist to do a final review
- 8. Review, submission, notification, and renewal

Developing the Idea

- Step 1: Assessing the need
- Step 2: Defining the approach
- Step 3: Documenting the need
- Step 4: Building support and involvement

A Logic Model is...

- “A way of representing a program as an open system that categorizes program activities and outlines the intended flow of activities from outputs to outcomes” (McDavid & Hawthorn, 2004, p. 447).

A Logic Model is...

- A description of how a program works to achieve benefits for participants.
- A method to help you think through the steps of change in participants and develop a realistic picture of what your program can expect to accomplish.

A Logic Model is...

- “A systematic and visual way to present and share your understanding of the relationships among the resources you have to operate your program, the activities you plan, and the changes or results you hope to achieve” (p. 1).

W.K. Kellogg Foundation

Benefits of a Logic Model

- Points to evaluation issues and a balanced set of key performance measurement points
- Identifies projects that are critical to goal attainment, are redundant, or have inconsistent or implausible linkages to program goals.
- Communicates the place of a program in the organization or problem hierarchy

Benefits - continued

- Builds a common understanding of the program and expectations for resources, customers reached, and results
- Assists with sharing ideas, identifying assumptions, team building and communication.

Components of a Logic Model

- Participants – Whom do we serve?
- Inputs/Resources – What do we need to do what we do?
- Activities – What do we do with participants?
- Outputs –How much actually got done?
- Outcomes – What difference does it make for participants?

Levels of Outcomes

- Initial/Short-term outcomes
- Intermediate outcomes
- Longer-term outcomes

Initial/Short-term Outcome

- Most closely associated with, or “caused” by, the program’s outputs.
 - Teens gain knowledgeable of prenatal nutrition and health guidelines.

Intermediate Outcomes

- Results from the short-term outcomes.
 - Teens provide proper care, feeding, and social interaction to their babies.

Longer-term Outcomes

- Follows from the benefits accrued through the intermediate outcomes.
 - Babies will achieve appropriate 12-month milestones for physical, motor, verbal, and social development.

Components (continued)

- Performance Measure/Indicator – How do we know?
- Method of Measure –How can we measure it?
- Results – What did we find out?
- Next Steps – What should we do to improve?

Types of Funding Sources

| Public | Private |
|--|---|
| <ul style="list-style-type: none"> • Federal government • State government • Local government | <ul style="list-style-type: none"> • Foundations • Corporations • Service clubs • Professional associations • Trade associations • Unions • Special interest groups • Faith communities |

Characteristics and Distinctions

| Public | Private |
|--|---|
| <ul style="list-style-type: none"> • Make grants to carry out purposes established by their respective legislative bodies • Must be accessible to the public • Reflect the priorities of the gov't leaders or bodies • Actors making the decisions vary • Review criteria are specific and transparent • Reporting requirements are most stringent | <ul style="list-style-type: none"> • Make grants to support their mission and priorities • More "closed" culture, may seem secretive • Reflect priorities of founders • Review criteria are sometimes "hidden" • Reporting requirements vary |

Selecting an Appropriate Funder

- Shared mission
- Shared constituency
- Shared culture
- Shared image
- Shared market
- Damage control

Researching Funders

- Sources of information
 - On-line resources
 - Print directories
 - Local library
 - Own constituents
 - Elected officials
 - Similar organizations
 - Prior funders
 - Vendors

Public funding search
<http://www.grants.gov/>

Public & private search
<http://www.cos.com/>

Other Search Engines

- <http://www.wmich.edu/research/tools/funding/index.html>
- <http://www.rmtf.org/citizenship/citizenshipguidelines.aspx>

Assessing Funding Eligibility

- Eligibility
 - Type of organization
 - Geographic restrictions
 - Population
- Size of Award
 - Sufficient amount to complete program activities
 - Number of grants
 - Award size and duration
- Project Focus
 - Project complements funder's goals and priorities

Assessing Funding Eligibility – pg. 2

- Type of Activity
 - Specified use of funds
- Restrictions
 - Matching funds
 - Expenditure limitations
 - Evaluation requirements

Take Time Finding the Right Opportunity

- Finding the right grant opportunity is most of the time consuming work in grantsmanship.
- Plan to spend at least half your time in:
 - finding the agency
 - investigating previous projects that the agency has funded
 - learning about the grant proposal requirements
- Become familiar with your chosen grant funders
- Search locally first

Top 5 Ways to Get Funded

1. Read the RFP.
2. **Read the RFP.**
3. **READ THE RFP.**
4. **READ THE RFP!**
5. **READ THE RFP!!!**

Researching Funders – page 2

- Information to gather
 - Guidelines
 - Annual reports
 - IRS Form 990-PF (Return of Private Foundation)
 - Funder's Website
 - Industry publications
 - Individuals who know that funder

Reading 990 Forms

- What is a 990 Form?
- What is the difference between 990 and 990-PF?
- Where can you find 990 forms?
- What information do they contain that is useful for grant writers?

Reading 990 Forms (Continued)

- Key information you see...
- Foundation Center
<http://foundationcenter.org/findfunders/factfinder/>

Researching Funders

- Public Funding Search
 - <http://fundingopps.cos.com/>
- Listing of state of Michigan funding sources and private foundations
 - <http://www.wmich.edu/research/funding/statefund.html>
- Community Foundation Locator
 - <http://www.cof.org/Locator/index.cfm?crumb=2&navItemNumber=2502>

Grant Writing Texts

- Hall, Jeremy L. (2010). Grant management: Funding for public and nonprofit programs. Boston, MA: Jones and Bartlett
- Brewer, E.W. and Achilles, C.M. (2008). Finding funding: Grantwriting from start to finish, including project management and internet use. Thousand Oaks, CA: Corwin Press
- Brown, L.G. and Brown, M.J. (2001). Demystifying grant seeking: What you really need to do to get grants. San Francisco, CA: Jossey-Bass.

Grant Writing and Funding Websites

- Grant Application Components
 - <http://www.npguides.org/index.html>
- Grants Information Collection - University of Wisconsin
 - <http://grants.library.wisc.edu/organizations/nonprofits.html>
- Catalogue of Federal Domestic Assistance (CFDA)
 - http://12.46.245.173/pls/portal30/CATALOG.GRANT_PROP_OSAL_DYN.show
- Foundation Center's Proposal Writing Short Course
 - <http://foundationcenter.org/getstarted/tutorials/shortcourse/index.html>

Grant Writing and Funding Websites

- Minnesota Council on Foundations - Writing a Successful Grant Proposal
 - <http://www.mcf.org/mcf/grant/writing.htm>
- WK Kellogg Foundation Logic Model Guide
 - <http://www.wkcf.org/Pubs/Tools/Evaluation/Pub3669.pdf>
- National Science Foundation Grant Proposal Guide
 - http://www.nsf.gov/pubs/policydocs/pappguide/nsfo8_1/gpg_index.jsp
- National Network of Libraries of Medicine – Developing an Evaluation Plan
 - <http://nnlm.gov/outreach/community/evaluation.html>
- WK Kellogg Foundation's Evaluation Handbook
 - <http://www.wkcf.org/Pubs/Tools/Evaluation/Pub770.pdf>

Thank You!

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