Part I
Introduction to Grant Writing

What is a grant?
An award of funds, services or materials
What is a grant proposal?

Formal written document that provides detailed information to a funder on the proposed implementation and cost of a specific program or project.

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Interesting Information

- The Federal Government provides over $400 billion in assistance each year to non-profit organizations, and state and local governments.
- There are over 120,000 grant-making foundations in the United States.
- Foundations and corporations give away between $16-$20 billion in assistance each year.

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The Grant Writing Process

1. Identification of a need
2. Obtain documentation to support need
3. Discuss need with school/district leaders and acquire support
4. Follow-up
5. Conduct funding search
6. Contact funding source
7. Submit Grant Proposal to funding source
8. Develop grant proposal
9. Follow-up

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Components of a Grant Proposal

Important: It is vital that the written format of the proposal correspond to the funding agency's guidelines.

Components of an Effective Grant Proposal

- Cover Letter
- Title Page
- Table of Contents
- Abstract (Executive Summary)
- Classroom/School/District Background
- Needs Statement
- Program/Project Description

- Goal(s)
- Outcomes
- Objectives
- Project Activities
- Project Time Line
- Evaluation
- Budget
- Appendix
The Cover Letter

- Includes a concise overview of the proposal, not to exceed two pages.
- Includes the purpose for approaching this funding agency.
- Includes the amount requested.
- Send to the attention of a specific individual.
- Include a brief description of your organization (background information).
- Type on official letterhead; NEVER send a copy.
- Include the request to set up an appointment or meeting to further discuss the details of your proposal.

(Sample Cover Letter)

Mr. David T. North  
ACS Foundation  
1062 Hamilton Drive  
Austin, Texas 78701

Dear Mr. Smith,

Our research at the School Technology Lab suggested that the ACS foundation is interested in assisting the development of innovative computer technology. We hope you will consider assisting our efforts in this area.

The School Technology Lab respectfully requests a contribution from ACS Foundation of $10,000 toward the implementation of a gifted student technology summer camp program. We are also approaching XYZ Corporation, GIS Foundation, Home Technology Inc., and The Education Foundation, requesting like amounts. The total cost of the program is estimated at $55,000. Of this, $10,000 has been raised by students and their parents, $5,000 has been contributed by ABC Enterprises, and the remainder must be raised from businesses, foundations, and individuals.

The summer camp will be housed and sponsored by U.S.A. College. Dr. Tom Jones, Assistant Superintendent of Instruction for Cotton County, will direct the program. Mr. Jones has successfully developed several innovative programs for Cotton County. If this program is successful, it will become a yearly event at the U.S.A. College for gifted students.

The School Technology Lab Program is a joint effort between the Cotton County school system and U.S.A. College. A detailed project proposal is attached for your review.

We would appreciate an opportunity to discuss the project with you or a representative from the Foundation. I will telephone you the week of February 6 to discuss your interest and a possible meeting date.

Sincerely,

Tom Jones

The Title Page

The title page should include the following information:

- The title of the Proposal; using an interesting, or catchy, title helps to capture interest.
- Name of the organization.
- Project Director's name and position.
- Your address, phone number, website, and date.
Table of Contents

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The Abstract/Executive Summary

- The abstract should give the reviewer a good picture of the proposed project.
- It should be clear, concise, and catch the interest of the reader.
- It should explain the purpose and outcomes of the project (goals, main activities, person in charge, timeframe)
- Briefly point out your agency’s qualifications
- Mention budget (main cost)
- Closing paragraph

Note: The abstract is a critical part of your proposal.

Background

Provides background information on your organization, and community. Any relevant unique features should be mentioned here.

Needs Statement

Here is where you document the need for a grant.

You must explain why the project, program, or service is needed, providing any and all pertinent documentation. Examples of relevant documents include:

- Needs assessment
- Statistical data
- Literature review
- Surveys

This part of the proposal should explain a direct relationship between identified need(s) and your project.
Program/Project Description

In the previous section you identified your need or problem, provided supporting data documenting it with several sources, and convinced the funder that you fully understand how it should be addressed. Now you are going to describe how your project/program is going to address that need.

Program/Project Description

- This part of your proposal should show a direct relationship between identified needs and your project.
- State the expected benefits of your project, who, and how many will be served.
- You must clearly explain how your project, program or service is going to address the need.

Program/Project Description

- Begin this section with a clear overview description of your program/project.
- Point out any creative or innovative aspects of how you are going to address the identified need.
- Many funders like to see innovative approaches to solving old problems.
Program/Project Description

- Make deliberate connections in the narrative describing the program/project and the need.
- You are basically saying, "Here is our well thought out plan for addressing the identified need."
- The project description will "set up" the evaluation plan.

Goal(s)
Mission Statement

Program/Project Goals

- Goals are broad general statements of purpose of a program/project
- What will your program/project accomplish?
- Goals are not measurable
- Goals must be realistic
- Will eventually be evaluated
- Goals are supported by objectives, activities, and outcomes
Outcomes

- Basis for evaluation
- What will change as a result of your project (will be your outcomes)?
- How will you measure the change?

Objectives

- Objectives help you achieve your goals and outcomes
- Objectives are measurable
- You want to accomplish your objectives (basis of evaluation)
- Be realistic

Objectives

- Objectives explain to the grantor what the project will accomplish.
- Objectives must be congruent with stated needs.
- Objectives need to be stated in such way as to be evaluated.
Procedures/Activities

- This section describes how the procedures and activities of the project or program are to be implemented/conducted.
- Procedures/Activities must be tied directly to your objectives and must be carefully explained to your reader.

Evaluation

- Funding officers require that projects and programs be evaluated
- Evaluation should be both formative and summative in nature
- Evaluation will answer the questions: Is the project/program accomplishing the stated goals and objectives? Are the activities successful?

- Many grant proposals lose points on this component when reviewed by potential grantors
- Plan your evaluation from the beginning
Formative Evaluation

- Formative evaluation is ongoing (during the program)
- Summative evaluation occurs at the end of the program
- Both are required

Summative Evaluation

- Pre and post test interest surveys (from students, parents, others)
- Pre and post test attitudinal inventories (students, parents, etc.)
- Portfolio contents (portfolios can be used for both formative and summative evaluation)
- Teacher observations and anecdotal records (both formative and summative evaluation)
- Student observation/evaluation forms completed by facilitators (program personnel)
- Pre and post inventories completed by participants
- Interviews of participants
Books

- How to Design a Program Evaluation by Carol T. Fitz-Gibbon and Lyons Morris-1987

Program/Project Budgets

- The budget is interdependent with the program/project (must be a correlation)
- The budget must be reasonable and sufficient
- Follow the funder’s format (if any)

Example 1: Line Item Budget

<table>
<thead>
<tr>
<th>Line Item</th>
<th>Grant Funds Requested</th>
<th>Matching Funds</th>
</tr>
</thead>
<tbody>
<tr>
<td>PERSONNEL</td>
<td>$30,500</td>
<td></td>
</tr>
<tr>
<td>EMPLOYEE BENEFITS</td>
<td>6,100</td>
<td>$1,000</td>
</tr>
<tr>
<td>TRAVEL</td>
<td>3,000</td>
<td>7,200</td>
</tr>
<tr>
<td>EQUIPMENT</td>
<td>3,600</td>
<td></td>
</tr>
<tr>
<td>SUPPLIES</td>
<td>700</td>
<td></td>
</tr>
<tr>
<td>CONSULTANTS</td>
<td>2,500</td>
<td></td>
</tr>
<tr>
<td>INSTRUCTIONAL MATERIALS</td>
<td>8,000</td>
<td>4,500</td>
</tr>
<tr>
<td>CURRICULUM MATERIALS</td>
<td>4,000</td>
<td></td>
</tr>
<tr>
<td>Indirect Costs (3%-8%)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Matching Funds $12,700

Total funds requested $58,400
Program Budget

<table>
<thead>
<tr>
<th>Line</th>
<th>Budget Item</th>
<th>$1000</th>
<th>$1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Club T-Shirts</td>
<td>640</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Jr. Thespian Dues</td>
<td>490</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>High School Theatre Tickets</td>
<td>385</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Travel</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Promotions/Marketing</td>
<td>1000</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Teacher Stipends</td>
<td>2000</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total amount requested</strong></td>
<td>9015</td>
<td>3000</td>
</tr>
</tbody>
</table>

Budget Narrative

1. Club t-shirts will be purchased for all participants in the Players. The t-shirts will be worn to promote the program and create camaraderie within the group. (64 students x $10 = $640)

2. The Educational Theatre Association promotes and strengthens school theatre programs through the International Thespian Society. Students in middle school can be a part of the Jr. Thespian Society. Students' membership points from middle school will be added to their participation in the high school Thespian Society.

3. The students will attend the high school’s fall theatre production. The middle school is our feeder-school, and this will give the students the opportunity to make comparisons between a high school and middle school production. (64 students x $6 = $385)

4. The Theatre is a professional theatre company. The students will be exposed to a professional production, and talk to artists who have chosen acting as a career. (50 x $30 = $1500)

5. Costumes will be created and purchased for four performances.

6. Sets and props will be created and purchased for four performances. These sets and props will be stored in our theatre closet to be used again in future productions.

7. Promotions and marketing will include tickets, playbills, posters, newspaper ads, and photos.

8. Four teachers will sponsor and direct this program. These teachers will each receive $500 for a yearly stipend.

Time Line

A time line for the entire project/program should be included in your proposal.
Sample Timeline
Activities /Timeline

SCHOOL PLAYERS 2016-2017

Appendix
- Items that support your proposal, but do not fit in any other place, should be included in the appendix.
- All items should be self-explanatory and should be able to stand alone.
- Examples of Appendix items include:
  - Resume of the Project Director
  - Statement of assurances
  - Letters of endorsement
  - Charts/graphs

All Components Combined
- Cover Letter
- Title Page
- Abstract
- Background
- Needs Statement
- Program/Project Description
- Goal(s)
- Outcomes
- Objectives
- Procedure/Activities
- Evaluation
- Budget
- Time Line
- Appendix
Proposal Evaluation

- True needs have been identified.
- The proposal must demonstrate clear understanding of the problem/need.
- The proposal must indicate a clear plan for solving the problem/meeting the need(s).
- Needs, goals, objectives, procedures, activities, and evaluation must all be realistic and in sync.

- Realistic objectives.
- Realistic budget.
- Capability of Director.
- Credibility/ability of project personnel.
- Project/program is a corporate or foundation priority.
- Proposal must address all funding agency criteria.
- Appropriateness of facilities.
- Evaluation procedures are appropriate.

Grant Proposal Tips

- Obtain approval for your project.
- After you complete your proposal, put it aside for a few days.
- Have someone else proof-read for spelling errors, or any mistakes.
- The proposal should look as professional as possible.
- Spend extra time on the cover sheet and abstract.
- The wording of the proposal should flow smoothly, and be easy to understand.
- Use a team to formulate the proposal ideas, however, for consistency of format and wording, only one person should write the proposal.
- Write the proposal on what you know.

- Determine what funding agency would be most likely to be interested in your project/program, if possible.
- Plan your budget carefully.
- Develop a "catchy" title for your proposal.
- Ask someone not involved in the project to critique your proposal.
- Obtain letters of support for your proposal.
- Most importantly, your proposal must follow the funding agency's guidelines.

Kick it up a notch!

- Agency Agreements
- Collaborations
- Focus Groups
- Program/Project Sustainability
Part III
Where to find grants

Federal Register

- Federal grant opportunities have to be announced in the Federal Register.
- The Federal Register can be searched online.

The Catalog of Federal Domestic Assistance

- Describes the types of federal assistance available.
- The CFDA is available online.
- The CFDA is an excellent place to begin your search for federal funds.
Fedmoney.com

- Searchable data base
- All federal programs
- Reasonable cost

The Foundation Center

- The Foundation Directory
- National Directory of Corporate Giving

The time you spend researching these or other grant resource publications will greatly increase your chances of receiving funding for your educational project or program.
Tips for Grant Seekers

- Build relationships with funding agencies.
- Provide recognition for the funding agency.
- Effectively manage that grant.
- Contact the funding agency if you have questions about a grant program.
- Hand-deliver your proposal, if possible.
- Include letters of support from significant individuals.
- Look in your own backyard for funding.
- Follow the funding agency’s guidelines to the letter.

- Do your homework; find out which foundations or corporations might be interested in your project/program. Continue to increase your knowledge.
- Submit your proposal before the deadline date.
- Begin a file on grant writing; include proposals, books, articles, and funding sources.
- Prepare the budget carefully; do not inflate.
- Use the “team approach”, if possible.
- Avoid jargon.
- Don’t give up!

Good luck and best wishes with your grant writing efforts.