AGENDA

5:45 p.m. - 6:10 p.m.   Arrivals & Refreshments

6:10 p.m. - 6:15 p.m.   Welcome & Introductions

6:15 p.m. - 8:15 p.m.   Presentations + Questions & Answers

Grant Writing 101 - Describing the Project. Defining the Impact.
Describing your activity might sound like an obvious and simple task, but funders often complain that they cannot understand what a group is trying to do. Attendees will learn how to articulate the project's activities and goals in a way that makes sense, is fundable, and is likely to be successful.
SPEAKER: Shamyle Dobbs, Michigan Community Resources

Telling Your Organization's Story
You can only have impact if people understand the importance of your work - not just what you do, but why it matters. Attendees will learn how to effectively communicate their organization's story to motivate funders to support their work.
SPEAKERS: Orlando Bailey, Eastside Community Network
       Jackie Berg, The Hub

Budget Basics
It is paramount to develop a realstic budget and use it to determine your funding needs. Attendees will learn generally accepted principles for creating budgets for grants, proposals, and applications for funding.
SPEAKERS: Kayla Perrin, Community Connections Grant Program
       Jill Ferrari, Michigan Community Resources

A Reviewer's Perspective
Creating a well-rounded application is the key to getting funded. Attendees will hear from experienced grant application reviewers about making an application 'stand out from the crowd', the benefits of draft reviews, and extracting useful information from unfunded proposals to critique and improve future submissions.
SPEAKER: Khalilah Gaston, Kellogg Foundation
       Heidi Reijm, JFM Consulting Group

8:15 p.m. - 8:30 p.m.   Closing Remarks & Evaluations

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STANDARD COMPONENTS OF A GRANT PROPOSAL

COVER LETTER AND TITLE PAGE	Instructions for the cover letter and title page will be included with the funding announcements or Request for Proposals (RFP). The cover letter should be on agency stationery and signed by the appropriate organizational official.

What to include:

☐ A description of your organization's interest and capacity to successfully implement the proposed project

☐ An upbeat tone that makes it stand out in a positive way

☐ A summary of the project

☐ A designated contact person for any questions about the project

ABSTRACT OR EXECUTIVE SUMMARY	An abstract or executive summary is a brief overview of the contents of your application. Refer to the RFP regarding word or page limits.

What to include:

☐ A summary of the statement of the problem/need

☐ Overarching goals of the proposed project (but not the detailed objectives)

☐ A summary of the methods that will be used to implement and evaluate the project

☐ A description of your group's or agency's capacity (expertise and resources) for carrying out the proposed project

STATEMENT OF THE PROBLEM/ NEEDS STATEMENT	This is where you really grab the reviewer's attention and make your case for the need for funding.

What to include:

☐ A compelling description of need. Paint a picture of the community or population that you want to serve for your reviewer. Use vivid, descriptive language and, where appropriate, incorporate data and statistics (if possible, comparing the need in your area to other areas at a local, state or even national level).

☐ Outline the causes of the problem or the circumstances creating the need

☐ A description of approaches or solutions attempted to date to address the problem and how your program will add value

NOTES

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**PROJECT
DESCRIPTION**

Once you have captured the attention of the reviewers by clearly and effectively documenting the need for funding, you get to present the details of how you plan to implement your program.

What to include:

☐ **A short, clear statement expressing the purpose of your proposed program.**

☐ **Goals and Objectives.** Goals are broad statements with a long-term, ideal outcome in mind. For each goal, you might develop numerous, corresponding objectives. Objectives are specific statements that will indicate to the reviewer exactly how you plan to achieve your goals.

> The best objectives are SMART: Specific, Measurable, Attainable, Realistic, and Timed. Additionally, objectives should relate to the mission and vision of your organization.
>
> There are two types of objectives:
>
> 1. A **process objective** measures the accomplishment of tasks completed as part of the implementation of a program.
>
> 2. An **outcome objective** measures long term results or impact of a program.

☐ **Methods or activities for addressing the identified problem or need.** What tasks or activities will your organization use to achieve its goals and objectives?

☐ **An outline of the time frame for starting and ending all proposed grant-funded activities.**

**EVALUATION
PLAN**

The purpose of the evaluation plan is to show how you will measure the completion or success of process and outcome objectives.

What to include:

☐ **Outline the methods your organization will use to evaluate the progress of your SMART objectives.** Demonstrate that performance measurements will be collected and analyzed (e.g. via surveys, observation, focus groups)

☐ **A plan for how you will share your findings with others.**

**BUDGET
REQUEST
AND BUDGET
JUSTIFICATION**

This is where you assign corresponding dollar amounts to the resources that it will take to implement your program. This may include: indirect costs (overhead), equipment and supplies, travel, taxes, staff salaries, rent and utilities and more.

What to include:

☐ Double-check your budget summary totals and make sure your formatting follows the guidelines.

☐ Write a detailed narrative to support the budget summary's line-item amounts. In the Budget Justification, be sure to clearly describe the need for each line item total requested. In one or two sentences per budget line item, show the reviewer exactly how you arrived at the total for an item.

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ORGANIZATION BACKGROUND AND CAPABILITY

Use this section of your proposal to convince the reviewers why you should be funded rather than someone else. While reviewers may need no convincing that the issue is important, timely, etc., they have a limited amount of funds to award. What makes your qualifications and your approach or strategy better than the competitor's?

What to include:

☐ History and mission of the organization

☐ Major accomplishments relevant to the proposed grant-funded project that demonstrate your track record: past grant awards, award-winning programs, and successful program outcomes

☐ Current programs and activities relevant to the proposed grant-funded project

☐ Target population demographics that mirror the types of populations the funder wants to support in its current funding cycle

☐ Collaborations with local, regional, and statewide nonprofit and for-profit partners

FUTURE FUNDING PLANS/ PLANS FOR SUSTAINABILITY

Funders at various levels often want to see a long-term plan for the self-sustainability of a project.

What to include:

☐ A sustainability plan: How your organization will keep all or a portion of the grant-funded program running when the grant-funding cycle has ended

APPENDICES

Appendices are supplemental materials that do not belong in the body of the proposal, but nevertheless are important pieces of information.

What to include:

☐ A marketing or dissemination plan schematic

☐ A project staffing flow chart

☐ A time line chart of proposed activities (you might include this in the body of the proposal instead of or in addition to here)

☐ An evaluation instrument (e.g., a survey that will be used)

☐ Any existing educational or printed materials to be used

☐ Bios or curriculum vitae of key project personnel, including Advisory Board members and any consultants already identified

☐ Letters of support and/or participation

NOTES

STAR GRANT PROPOSALS VS. "SNOOZERS AND LOSERS"

"STAR PROPOSALS": WHAT FEATURES SHINE IN THE EYES OF THE REVIEWERS?

☐ Following all directions

☐ Well-organized proposal sections that are integrated and easy to comprehend (for example, a clear table of contents, nice layout and graphics, etc.)

☐ Well researched and documented statement of the problem (provide narrative and statistical detail, and reinforce the message with graphs or charts to persuade the reviewer)

☐ Statement of the problem or need in a way that explicitly addresses the funder's priorities

☐ Creative or innovative strategies for addressing the need / problem

☐ Feasible goals and objectives (e.g., "Decrease by 2% the number of adolescents ages 15-17 who report cigarette smoking over two years" as opposed to, "Decrease by 50% the number of adolescents ages 15-17 who report cigarette smoking over two years")

☐ Measurable objectives (e.g., "Implement a five minute provider-patient education protocol for heart disease prevention for primary care visits among men ages 30 - 50 in Coronary County from January 2004 - January 2005" as opposed to, "Educate men in Coronary County about the risk of heart disease")

☐ A sound evaluation plan. Have you shown that you have the capacity to access primary data [data that you collect via interviews, surveys, or focus groups] or secondary data [existing data such as census data]? Have you clearly indicated whether or not you will be evaluating implementation versus short- versus long-term outcomes, or all three? Have you allocated a proportion of the budget line items for evaluation?

"SNOOZERS AND LOSERS": WHY GRANT REVIEWERS NEED A LOT OF COFFEE

☐ Not following directions. Pay attention to funder criteria regarding margins, text spacing, and single- versus double-sided pages, bound versus stapled, etc.

☐ Spelling and grammatical errors. Spell check is a great tool, but it shouldn't be a substitute for checking your work yourself, and having someone else read through it to make sure that not only are all words correctly spelled and correctly used, (e.g., there versus their), but that your writing is concise, with clear transitions and good organization. Once again, if there's no one in your organization who can write or edit well enough to make sure that the proposal is grammatical and well-organized, find someone who can to help you. It's important enough to take some pains to get it right.

☐ No previous experience with work in the area of the identified need / problem

☐ Lack of community involvement in the planning process

☐ Overall lack of focus - maybe the proposed intervention is too broad for the issue at hand

☐ Inappropriate strategy given the problem or target population

☐ Unrealistic timeline for accomplishing proposed activities

☐ Weak evaluation plan

☐ Unrealistic budget, or one that does not clearly justify how the requested funding will be spent

☐ Lack of potential for the program to become self-sustainable (when applicable)

☐ Poor organization throughout the proposal. Make sure that all sections are cohesive and complementary.

NOTES

BUDGET SUMMARY TEMPLATE

The budget summary brings together all the expenses for the project the proposed grant will fund.

To use this template, replace "Project Name" at the top of the table with your project's name, replace the "Line Item" placeholders with your specific line item category titles, and type in your numbers. Add additional rows as necessary.

PROJECT NAME BUDGET SUMMARY			
LINE ITEM	**REQUESTED**	**IN-KIND**	**TOTAL LINE ITEM EXPENSES**
Salaries			
Fringe Benefits			
Subtotals			
LINE ITEM	**REQUESTED**	**IN-KIND**	**TOTAL LINE ITEM EXPENSES**
Travel			
Subtotals			
LINE ITEM	**REQUESTED**	**IN-KIND**	**TOTAL LINE ITEM EXPENSES**
Equipment			
Subtotals			
LINE ITEM	**REQUESTED**	**IN-KIND**	**TOTAL LINE ITEM EXPENSES**
Supplies			
Subtotals			
LINE ITEM	**REQUESTED**	**IN-KIND**	**TOTAL LINE ITEM EXPENSES**
Contractual			
Subtotals			
LINE ITEM	**REQUESTED**	**IN-KIND**	**TOTAL LINE ITEM EXPENSES**
Other			
Subtotals			
TOTAL BUDGET SUMMARY	**REQUESTED**	**IN-KIND**	**TOTAL EXPENSES**
Direct Costs			
Indirect Costs			
TOTAL PROJECT BUDGET			

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