



Easy Steps to Effective Grantwriting



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Grand Development Consulting

- Worked with 40+ nonprofits
- Areas of expertise: Youth development, education, health care, environment, behavioral health, and housing
- Raised more than \$20 million from local and national foundation, corporate, and government sources

- 13 years development experience
- Have worked with more than 40 nonprofits
- Experience working in youth development, education, health care, environment, behavioral health, and housing
- Have raised more than \$20 million cumulatively from local and national foundation, corporate, and government sources
- I'm here today to share what I have learned to improve your success in securing grants

**What are we
creating today?**



Objectives:

1. Best practices for framing, content, and structure of grant proposals
2. Improve the process used to develop new grant proposals
3. Change your perspective on your grant writing to be more objective

Which grant opportunities should you pursue?



Federal...

Federal Grants

1. How competitive is it?
2. What size are the awards?
3. How close of a fit is your organization?
4. What is the time line?

...or Corporate/Foundation Grants



Corporate/Foundation Grants

1. Can you call or email to introduce your organization/project?
2. What is the range of grants?
3. How much work is the application?
4. Have they funded other organizations like yours?

Before you start writing...



#1

**If you follow the
steps in the
planning stage,
writing the
proposal is easy**

If responding to an RFP, start with a bulleted 2-page summary

Create a timeline - work backwards from the deadline

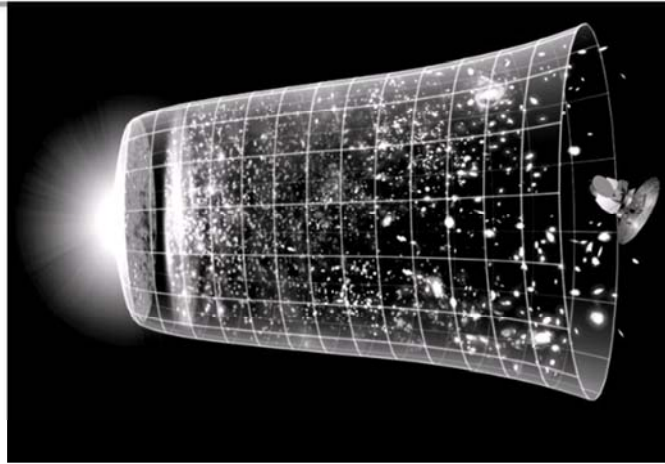
For large projects, set up weekly meetings with colleagues/partners

Page 2

Page 1

#2
Start with
a bulleted
2-page
summary

#3 Create a timeline



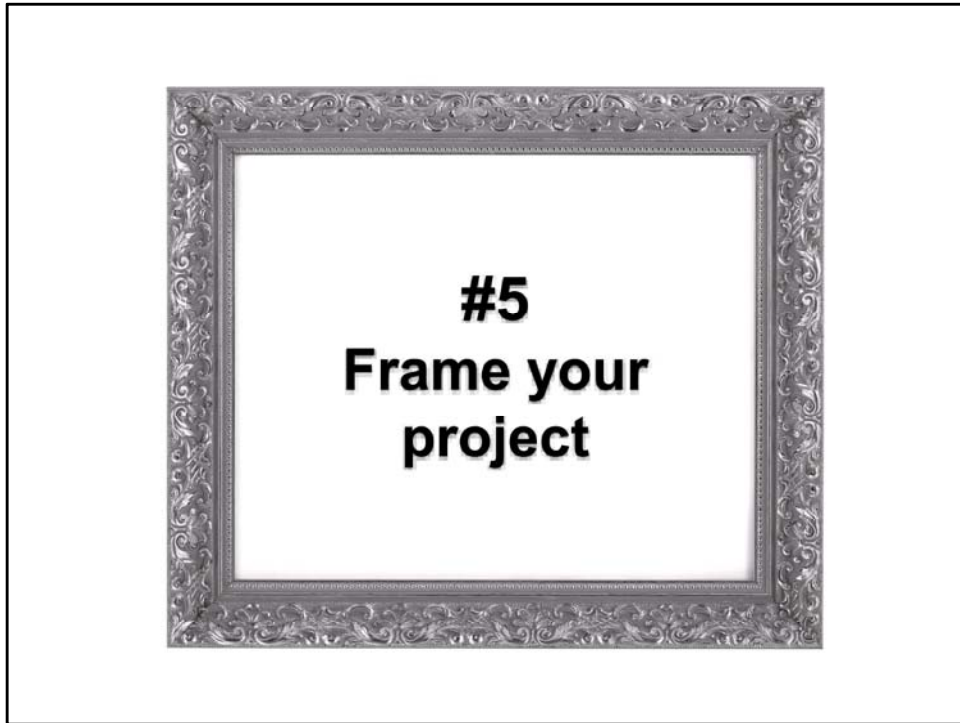
#3 Create a timeline - work backwards from the deadline

#4

Set up weekly meetings



#4 For large projects, set up weekly meetings with colleagues/partners



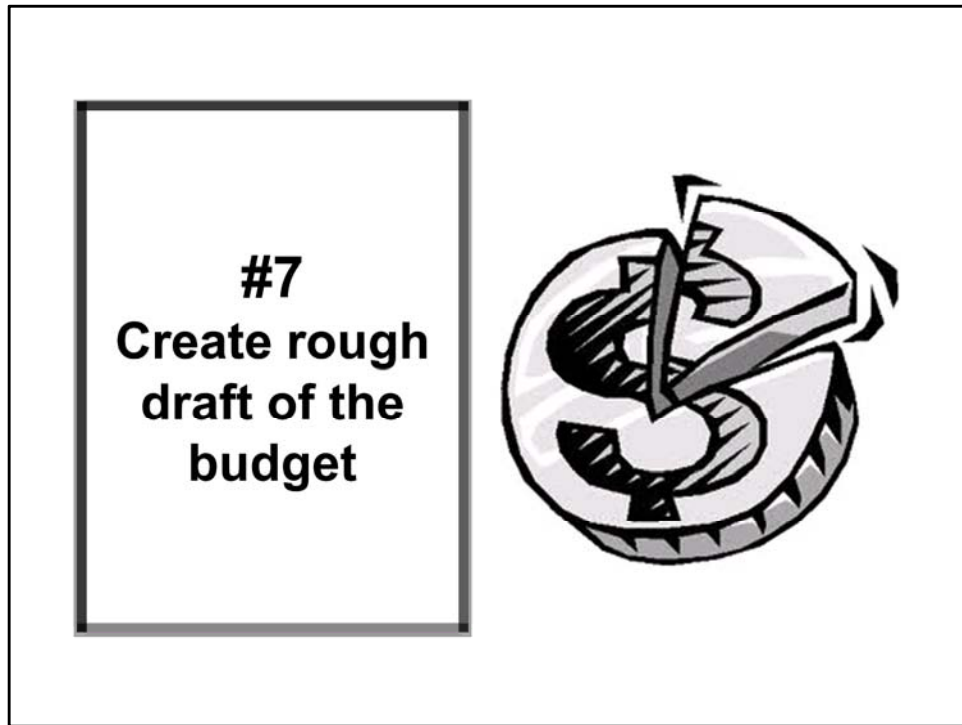
- #5 Frame your project/program to give it the broadest appeal
- #6 Draft a bulleted summary of key points in each main section
- #7 Create at least a rough draft of the budget
- #8 Start with the end (appendices) and end with the beginning (project summary)

#6

**Draft a bulleted
summary of key points
in each main section**



#6 Draft a bulleted summary of key points in each main section



#7 Create at least a rough draft of the budget.

#8

Start with the end

End with the beginning



#8 Start with the end (appendices) and end with the beginning (project summary)

Writing your narrative...



1. Create an outline of info you will need to draft the narrative
2. Set aside time to gather the information you will need to write
3. Be judicious about what you include in the Need section
4. Goals and objectives: don't promise the moon
5. Don't wait until the end to think about evaluation

Framing

***Put
yourself in
someone
else's
shoes***



Framing



***Make it
easy to read***

Framing



***Use tables to
save space***

Framing



Cut & paste with caution

Framing

Use headings to guide the reader through your document



Be specific & give details



1. Push for a detailed budget early on
2. Everything in your budget should be described in the narrative (and vice versa)
3. Provide a detailed budget narrative

Icing on the cake



**Don't
forget the
details!**

1. It's not about fancy report covers or color photos - it's about attention to detail
2. Spell check!
3. Use page numbers
4. List appendices on the table of contents in the order they are referenced in the narrative

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*We are what we repeatedly do.
Excellence is then a habit
- Aristotle*

The pressure of deadlines and balancing proposal writing with everything else on your plate can result in an ordered kind of chaos for development professionals. But being selective about what you invest time in and taking the time to plan will help you write better proposals, which will ultimately lead to more success. I hope that you can take something away from this presentation that helps you be more purposeful in your grant writing.



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I'm happy to answer any questions you may have that we didn't have time to address here. After more than a decade "in the trenches" writing grants, my focus now is taking what I've learned and teaching others how to be more successful.