

Grant Writing: An Introductory Workshop for New and Emerging Community-Based Organizations

***Applying for Grants and the
Successful Proposal Writing Approach***

Presented by:

Miami-Dade County

Office of Management and Budget

Grants Coordination

www.miamidade.gov/grants

You Need the Following to Apply for Federal and State Grants

- ▶ **Employer Identification Number or EIN, aka Federal Identification Number**
- ▶ **IRS 501(c)3 Designation (letter)**
- ▶ **DUNS Number (unique locator number) assigned by Dun & Bradstreet**
- ▶ **Register with Grants.gov (for Federal Grants)**
- ▶ **Register with the Central Contractor Registry (for Federal Grants) to submit via Grants.gov**

Grants.gov Registration and Submission Process

- ▶ **STEP 1: Obtain DUNS Number**
Same day. Your organization will need to obtain a DUNS Number. Go to Dun & Bradstreet's website at <http://fedgov.dnb.com/webform> to obtain the number.
- ▶ **STEP 2: Register with CCR**
Two days or up to one to two weeks. Register your organization with the Central Contractor Registry (CCR) at <http://www.ccr.gov>.
- ▶ **STEP 3: Obtain Username & Password**
Same day. Create a username and password with Operational Research Consultants (ORC), the Grants.gov credential service provider. You will need to use your organization's DUNS Number to access the ORC website at <http://apply07.grants.gov/apply/OrcRegister>.

Grants.gov Registration and Submission Process Continued

❖ **STEP 4: Grants.gov Registration**

Same day. Register with Grants.gov to open an account using the username and password you received from Operational Research Consultants (ORC) at

<https://apply07.grants.gov/apply/GrantsgovRegister>.

❖ **STEP 5: AOR Authorization**

Time depends on responsiveness of your E-Biz POC. The E-Business Point of Contact (E-Biz POC) at your organization must respond to the registration email from Grants.gov and login at Grants.gov to authorize you as an Authorized Organization Representative (AOR).

❖ **STEP 6: TRACK AOR STATUS**

At any time, you can track your AOR status at the Applicant home page of Grants.gov in “Quick Links” by logging in with your username and password. Login as an Applicant here (enter your username & password you obtained in Step 4):

<https://apply07.grants.gov/apply/ApplicantLoginGetID>

Types of Grant Programs and Categories

Classifications by Program/Project Purpose:

- ▶ **New Initiative**
- ▶ **Continuing Project**
- ▶ **Project Expansion**
- ▶ **Demonstration Project**

Types of Grant Programs and Categories Continued

Federal Classifications

- ▶ **Formula Grants**
- ▶ **Non-Competing Grants**
- ▶ **Research Grants**
- ▶ **Cooperative Agreements**
- ▶ **Competitive Grants**
- ▶ **Entitlement Grants**

RFP, RFA, SGA, RFQ, ITN, and ITB

Funding opportunities, requests, and business solicitations are prepared in several styles and formats, and are named below:

- ▶ **RFP: Request for Proposals**
- ▶ **RFA: Request for Applications**
- ▶ **SGA: Solicitation for Grant Applications**
- ▶ **RFQ: Request for Quotes**
- ▶ **ITN: Invitation to Negotiate**
- ▶ **ITB: Invitation to Bid**

Searching for Grants

- ▶ **Miami-Dade County's Grants Portal:**
www.miamidade.gov/grants/
- ▶ **Miami-Dade County Grant Mail**
- ▶ **Grants.gov (Federal)**
- ▶ **Florida Administration Weekly (State)**
- ▶ **Free E-Newsletters and Online Notifier Services**
- ▶ **Paid Subscription Services**

Reading Grant Announcements and Request for Proposals – RFP

- ▶ **Purpose**
 - **What's being funded?**
- ▶ **Eligibility**
 - **Who can apply? Are you eligible to apply?**
- ▶ **Grant Deadlines**
 - **When is the grant application due?**

Reading Grant Announcements and RFP's Continued

- ▶ **Funding Amount**
 - **How much you can request? Is the grant amount stated?**
- ▶ **Number of Projected Awards**
 - **How many entities will be funded?**
- ▶ **Matching Requirements**
 - **Is a match required? What type? What percentage or amount?**
- ▶ **Prior Years Funding**
 - **Check for previous grant awards by type of organization and amounts.**

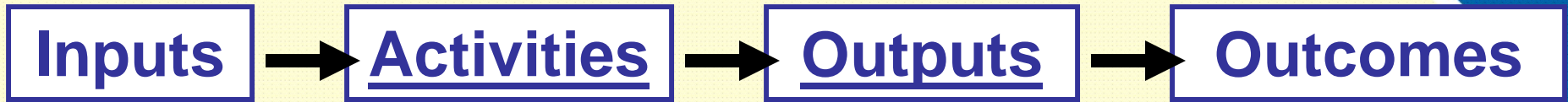
Reading Grant Announcements and RFP's Continued

- ▶ **Letter of Intent**
 - **Is a Letter of Intent required? Is the letter optional?**
- ▶ **Letter of Inquiry**
 - **Is a Letter of Inquiry required?**
- ▶ **Concept Paper / Preliminary Proposal**
 - **Is a Concept Paper or Preliminary Proposal required?**

Reading Grant Announcements and RFP's Continued

- ▶ **Funder Requirements**
 - **Evidence-based Program Models**
 - **Best Practices**
 - **Promising Practices**
 - **Logic Models and Program Outcomes (Inputs, Activities, Outputs, and Outcomes)**

Logic Model and Program Outcomes



Resources

- Staff
- Time
- Volunteers
- Money
- Equipment
- Supplies
- Building space
- Insurance
- Recruitment
- Vehicles

Constraints

- Laws (legal)
- Regulations
- Funder

Services (f; i; d)

- Assessments
- Case Management
- Client training
- Client education
- Counseling 1:1
- Group therapy sessions
- Mentoring clients
- Client internships
- Client support groups
- Client newsletter
- Interactive website
- Health screenings
- Advocacy services

Products (number) Activities

- # Classes taught
- # Counseling sessions
- # Outreach hours

Participants (unduplicated)

- # Intake
- # Couseled
- # Outreach contacts
- # Participants served

Materials

- Hits to website
- Educational handouts
- Brochures distributed
- Referral Cards

Benefits for People

- New knowledge
- Increased skills
- Changed attitudes; or
- Changed values



- Modified behavior



- Improved condition



- Altered status
- Quality of Life

Reading Grant Announcements and RFP's Continued

- ▶ **Proposal Document Requirements**
 - **Abstract, Executive Summary, Narrative, Budget, Audit, Letters of Commitment, Memorandum of Understanding, Letters of Support, and Attachments: maps, audit, 501(c) 3 letter, resumes, etc.**
- ▶ **Proposal Packaging Requirements**
 - **Original, specified number of copies, pagination, margins, font type and size, and binding of the document**
- ▶ **Proposal Submittal Process**
 - **E-grants, hard copy, and/or both**

Reading Grant Announcements and RFP's Continued

- ▶ **Sign up for e-mail updates from the funder to receive changes and modifications to the funding opportunity**
- ▶ **Register and participate in phone conferences and webinars presented prior to the application deadline to become further informed regarding the grant opportunity**
- ▶ **Make a list of questions or concerns that you can raise during webinars and phone conferences**
- ▶ **Download Frequently Asked Questions (FAQ) from funder websites, especially prior to, or following webinars and phone conferences**
- ▶ **Attend (non-mandatory) pre-proposal conferences when held by funders**

Building Collaborations and Partnerships

Funders often require collaborations and partnerships as evidence of a holistic project strategy or approach

- ▶ Collaborations and Partnerships may be voluntary, informal, and by word of mouth
- ▶ Collaborations and Partnerships may be formal and include Memorandum of Understanding (MOU), Memorandum of Agreement (MOA), and Letters of Commitment or Support
- ▶ Network to identify potential partner entities
- ▶ Obtain leads for perspective partners from United Way, The Children's Trust, and other local funders
- ▶ Partnership test in choosing a partner (compatibility, role and benefit to organization, experience, and track record of entity)

Application Development Plan

- ▶ **Read the RFP and the announcement and guidance**
- ▶ **Obtain approval to apply (organization requirement or funder requirement)**
- ▶ **Identify key organization staff need to prepare the application**
- ▶ **Identify potential partners and/or supporters**
- ▶ **Convene a kick-off meeting to discuss the grant project**
- ▶ **Identify match requirements**
- ▶ **Identify source of support letters, MOU, MOA, collaborative partners, need for resumes, job descriptions, etc.**

Application Development Plan Continued

- ▶ **Prepare and disseminate a Time and Task Schedule**
- ▶ **Prepare the Project Narrative**
- ▶ **Prepare the Project Budget**
- ▶ **Thoroughly review the application**
- ▶ **Submit the application early, at least three days prior to the due date**

Successful Proposal Writing Approach

Describe Mission, Goals, Population Served, and Services Provided

- ▶ Read the complete RFP several times for understanding
- ▶ Follow the RFP's instructions and guidance
- ▶ State vision, mission and goals of the organization clearly and concisely
- ▶ Identify and describe the service population, target area, or project need
- ▶ Highlight the history of services to the target population and/or community
- ▶ Identify *Best Practice* and/or *Evidence-based* approach if applicable, as part of the service or program model

Successful Proposal Writing Approach

Describe Situation – Opportunity/ Needs/ Community

- ▶ Write specifically to each evaluation criteria
- ▶ Present a compelling picture of the situation, need, condition, and/or problem for your service community
- ▶ Provide evidence including statistics, surveys, reports, photos, etc. to document the need, condition, or problem
- ▶ Examples: Obtain statistics from the County Social Services Master Plan for community and individual risk factors, U.S. Census Bureau for community demographics, Health Department stats. or crime stats. from State Attorney's Office

Successful Proposal Writing Approach

Describe Program/Project Needs or Challenges

- ▶ **Discuss specific needs and areas of focus in terms of the proposed impact on the organization's management, administration, delivery of programs, provision of services, staffing, volunteers, financial resources, collaborations, partnerships, etc.**
- ▶ **Provide evidence of your ability to undertake, implement, and complete a project**

Successful Proposal Writing Approach

Use of Grant Funds – Provide Budget, Budget Narrative, Timeline, Target Population, and Number to be Served

- ▶ **Assess organization's resource needs (financial, personnel, equipment etc.) prior to preparing the budget**
- ▶ **Prepare a detailed line-item budget of projected expenditures, don't hide anything**
- ▶ **Prepare a separate budget justification, in narrative form, explaining all line items and costs calculations**
- ▶ **Prepare a timeline by forecasting project activities including startup, implementation, delivery of services/programs, monitoring, evaluation, and closeout**

Successful Proposal Writing Approach

List Objectives – Achievable Goals and Measurable Results

- ▶ Be creative and unique when explaining how you will meet each and every requirement
- ▶ Provide realistic quantifiable goals
- ▶ Identify service or project outcomes/results
- ▶ Example: If goal is to provide abstinence counseling to 100 teens, the measurable result is a reduction in teen pregnancy

Successful Proposal Writing Approach

Explain Purpose and Use of Grant

- ▶ **Make sure that the use of the funds are consistent with the RFP**
- ▶ **Explain the purpose and use of the funds in a clear, logical, and concise manner**
- ▶ **Example: Describe the purpose and use of funds in terms of the organization or program need (e.g. new initiative, continuation, or expansion)**

Successful Proposal Writing Approach

Describe Your Organization's Uniqueness

- ▶ **Show that you know your field and what else is being done by others; then highlight the uniqueness of your project**
- ▶ **Site approach, program structure, target population, and/or other information to substantiate the project's unique or distinctive characteristics**

Successful Proposal Writing Approach

Provide Financial Information

- ▶ Provide concise information requested, and in the format stipulated
- ▶ Provide an audited financial statement, or complete audit, IRS 990 Form Report, and/or a bank statement as appropriate
- ▶ Review documents for accuracy and completeness
- ▶ Verify revenue and expenditures for fiscal year requested/provided

Successful Proposal Writing Approach

Provide Supporting Documents (only if allowed or required)

- ▶ **News articles of past activities, success, performance**
- ▶ **Organization Annual Report**
- ▶ **E-newsletters, traditional Newsletters, Brochures**
- ▶ **Certificates of Certification, Commendation, Awards**
- ▶ **Resumes**
- ▶ **Evidence of collaborations/partnerships (Memorandum of Understanding, Letters of Support/Commitment)**
- ▶ **Services area maps**

Ten Grant Writing Tips

- 1. Read the grant announcement thoroughly and research the grant opportunity**
- 2. Prepare a Time and Task Schedule to include all activities from start to application submittal**
- 3. Write with the reviewer in mind, and make a compelling case for project funding**
- 4. Write in a clear, concise, and focused manner**
- 5. Follow all directions and be creative and unique when explaining how you will implement your project; use terms, key words, and phrases used in the announcement, that will influence the reader/reviewer**

Ten Grant Writing Tips Continued

6. **State facts and support the facts with evidence**
7. **Prepare a Narrative and a detailed Budget and don't hide anything**
8. **Assemble your responses in accordance with the proposal announcement and guidance (instructions and format)**
9. **Thoroughly review the application, and include peer or staff reviews**
10. **Submit the application early, at least three days prior to the due date**