

# Grant Writing: Part II

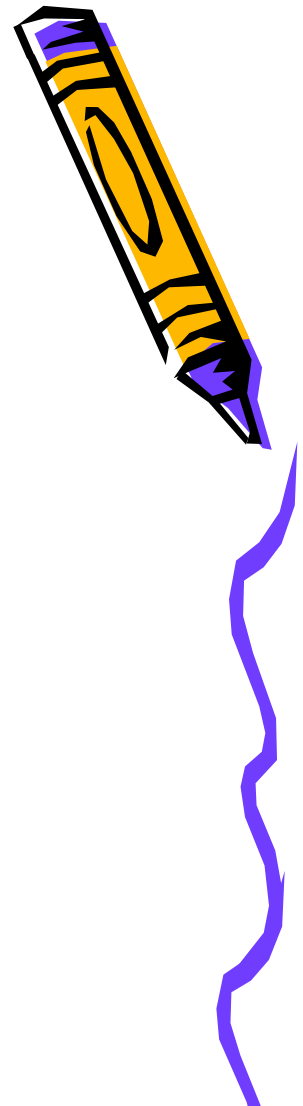
## Techniques and Tips for Success

Office of Sponsored Programs  
St. Cloud State University

August 31, 2006

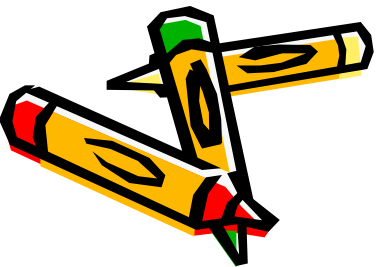
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Zimmerman Consulting



# The Grant Proposal

- Main components of the proposal
- Developing and writing your case for support
- Submitting the proposal



# Main Components

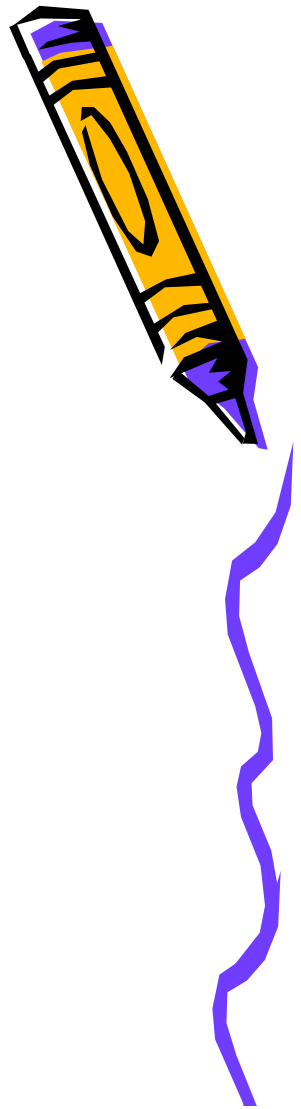
## Summary

1. Introduction - *Who are you?*
2. Status - *What is the problem?*
3. Goals & Activities - *What do you want to do?*
4. Evaluation - *How will you measure your results?*
5. Budget - *How much will it cost?*



# Summary

- Brief
  - One page Executive Summary
  - Three sentence Cover Page Summary
- Capture each of the five parts
- Clear, Concise and Exciting
- Written Last



# Introduction

Who are you that I should give you money?

- Organizational Information
  - Mission / Vision / Values
  - History
  - Structure and Current State
  - Governance & Staffing
  - Future Plans & Direction



# Introduction

Who are you that I should give you money?

- Organizational and Staff Capability
  - Experience in the field
  - Significant accomplishments
  - Relationship with other organizations
  - Collaboration
- Unique Information required by funder



# Making the Case for Support

Peter Drucker:

The bottom line in the  
nonprofit world is  
"Changed Lives."



# Status / Situation

What is the problem?

- The opportunity, challenges, issues or need and the community that your proposal addresses.
- Start broadly and focus locally
  - Inform but don't patronize
- On what basis do you rest your case?  
Research? Data? History? Situational Analysis?



# Status / Situation

What is the problem?

- Who else is addressing the issue?
- Why is your focus different, new or unique?
- What has worked/not worked in the past?
- Relate to the funder's goals



# Goals or Objectives

What do you want to Accomplish?

or

What will the world look like when you are done?

- **S**pecific
- **M**easurable
- **A**ceptable
- **R**ealistic / **R**elevant
- **T**imed



# Activities & Process

What will you do to achieve your goals?

- Specific activities for which you seek funding.
- How those activities were determined and who was involved in that decision-making process.
- Who will carry out those activities.
- Time frame in which this will take place.
- How the proposed activities will benefit the people / community



# Remember!

- It's NOT about YOU!
- What is the **benefit** for others?
- What are the **changes in lives** that will happen?
- Keep the organization **translucent**.



# After the Grant

Continuing the benefits for others

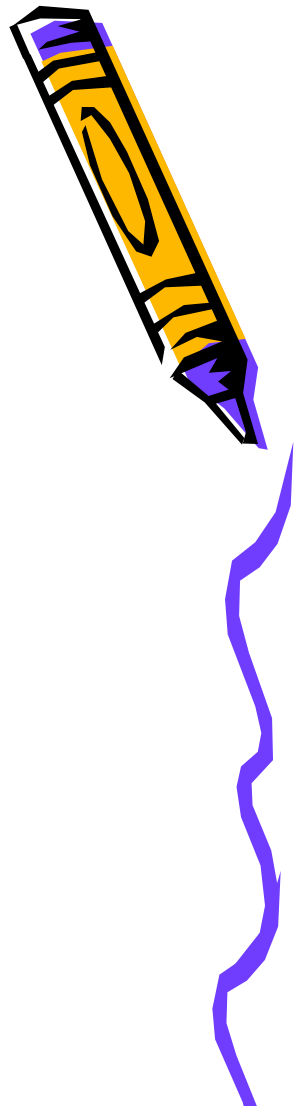
- Long-term funding strategies (if applicable) for sustaining this effort.
- Potential for Replication
- Potential for Publication



# Evaluation

How will you measure your results?

- Please describe your criteria for success. What do you want to happen as a result of your activities? How will you measure these changes?
- Who will be involved in evaluating this work
- What will you do with your evaluation results?



# Program Performance Measures



Quantity

Quality

INPUT (or Process or Service Delivered)

OUTPUT (or Product or Client Condition Achieved)

**How Much**  
(usually #)

**How Much**  
(usually %)



# Program Performance Measures

Quantity

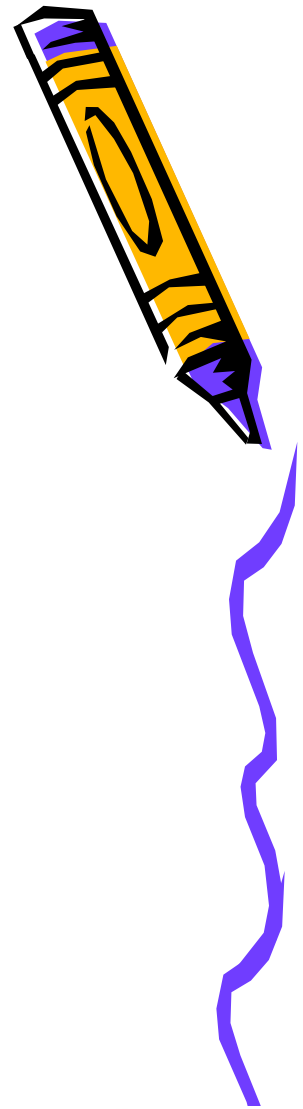
Quality

INPUT (or Process or Service Delivered)

**Effort**

OUTPUT (or Product or Client Condition Achieved)

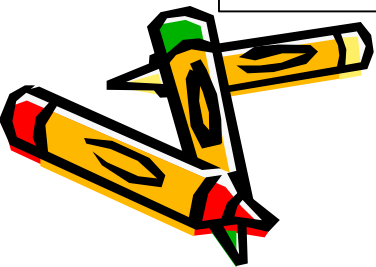
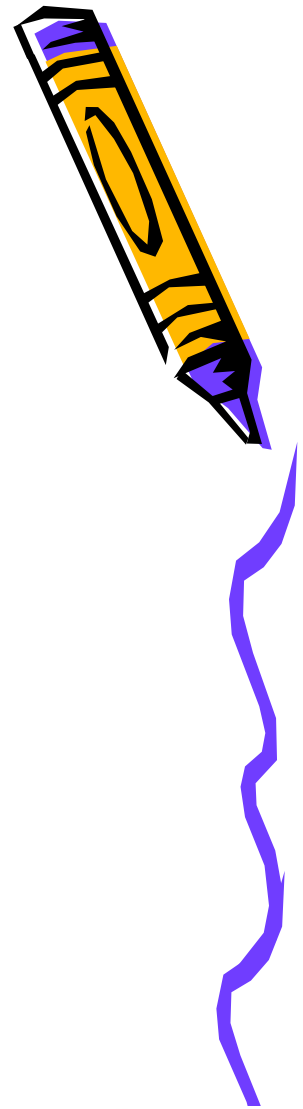
**Effect**



# Program Performance Measures

Questions About Program Service Delivery

	Quantity	Quality
INPUT	<b>How Much Service Did We Deliver?</b>	<b>How Well Did We Deliver Service?</b>
OUTPUT	<b>How Much Effect/ Change Did We Produce?</b>	<b>What Quality of Effect/ Change Did We Produce?</b>



# Fire Department

Performance Measurement Examples

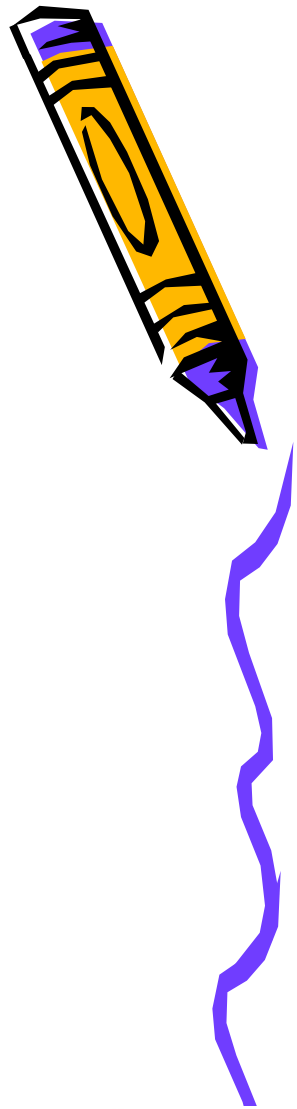
	Quantity	Quality
Input	<b>Number of Responses</b>	<b>Response Time</b>
Output	<b>Number of Fire Related Deaths</b>	<b>Fire Deaths per 100,000 Population</b>



# Health Plan or Practice

## Performance Measurement Examples

	Quantity	Quality
Effort	<b>Number of patients treated</b>	<b>Percent of patients treated in less than 1 hour</b>
Effect	<b>Incidence of preventable disease</b>	<b>Rate of preventable disease</b>



# Education

## Quantity

## Quality

Input

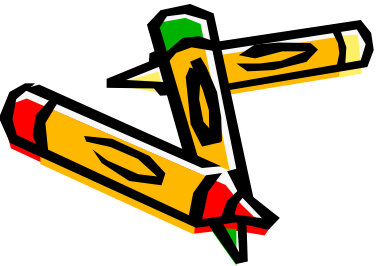
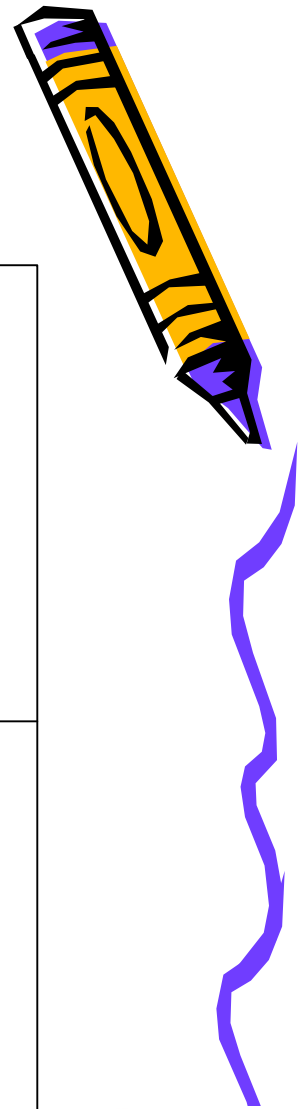
- How many students did we serve this year?

- What was our student/teacher ratio?
- What percent of our teachers have advanced degrees?
- How "rich" is our extra-curricular program?

Output

- How many children graduated?
- How many children dropped out?

- What percent graduated on time?
- What percent completed advanced placement courses?
- What percent entered work or college after graduation?
- What were average earnings for our students 2 and 5 years later?



# Writing and Re-Writing

Are you sure you say what you want to say?

- Always use two sets of eyes
  - The "Grandmother Test" is important.
- Is the benefit for people plainly visible?
- Is the organization translucent?



# Budget

How much will it cost?

- Income
  - From all sources
  - Secured and Pending
- Expenses
  - Personnel
  - Direct Project Costs
  - Indirect / Administrative



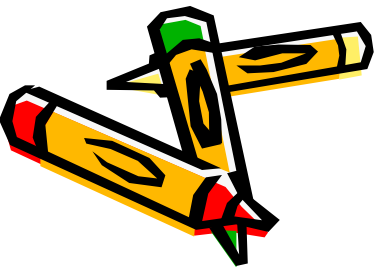
# Budget

How much will it cost?



- What will you do if you are not completely funded?
- What will you do if you are over funded?

Not necessary to answer in proposal,  
but food for thought!



# Financials

## Your Organization's Financial Picture

- Most recent audited financial statement.
  - Available at <http://www.stcloudstate.edu/osp/forms/default.asp>
- Additional funders. List names of corporations and foundations from which you are requesting funds, with dollar amounts, indicating which sources are committed or pending.



# Special Requirements

*Danger, Will Robinson, Danger!!*

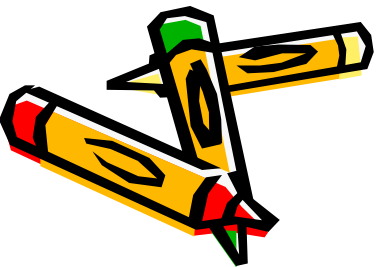


- Federal and Governmental agencies have significant, detailed and explicit funding and financial requirements.
- They are also very specific about what can and cannot be included/purchased/provided.
- Be aware and be careful!!
- Check with Sponsored Programs.



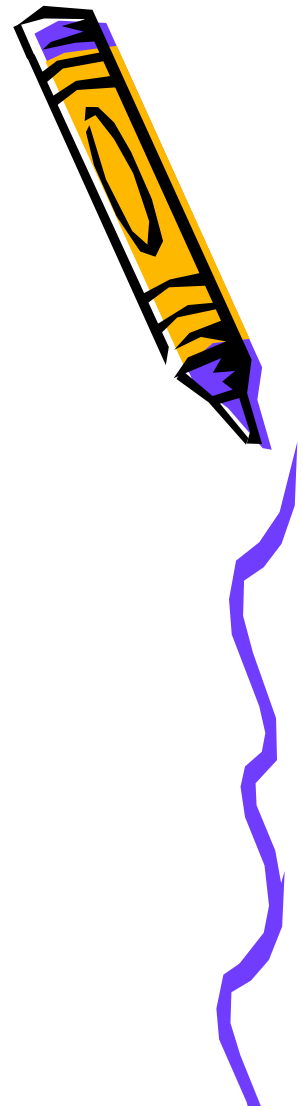
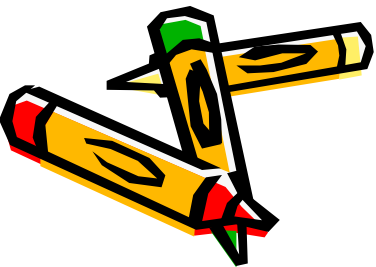
# Other Attachments

- List of board members / affiliations
  - Available  
<http://www.stcloudstate.edu/osp/forms/default.asp>
- A copy of your current IRS 501(c)(3) determination letter.
  - Available  
<http://www.stcloudstate.edu/osp/forms/default.asp>
- Bios of key staff, including qualifications relevant to the specific request.
- Others - As requested or required.



# Cover Letter

- Address to a real person
- Summary - Amount & Purpose
- Personal
- Contact info
- Signatory
- C: Political support



# Submitting

How to send it in!



- Follow the directions!!
- Neatness counts.
- **C:** Political Correctness and Leverage
- Coordinate with The Office of Sponsored Programs (OSP)
  - Submit Completed Internal Transmittal at Least FOUR Days Prior to Submission Due Date
    - <http://www.stcloudstate.edu/osp/forms/documents/transmittal.doc>
  - OSP coordinates obtaining required high level signatures necessary on ALL legally binding documents

• Get it in **ON TIME!**



# Follow-up

- Phone calls
- Site visit?
- Receipt / Rejection Thank you letter.
- Regular reports
- Special Acknowledgements



# Thank You!

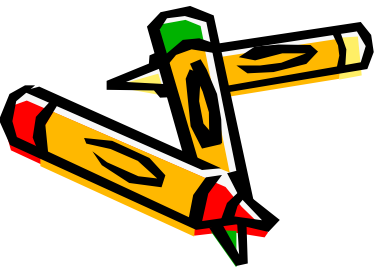
Zimmerman Consulting

Further questions contact

Sponsored Programs

[osp@stcloudstate.edu](mailto:osp@stcloudstate.edu)

308-4932



# Added Info:

- [MCF.org](http://MCF.org)
- [MNCN.org](http://MNCN.org)
- [Grants.gov](http://Grants.gov)

