Grant Proposal Writing Workshop

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What is a grant?

A gift of a quantity of money or valuable consideration given by government, organization or person for a specific purpose.

Grant types for small businesses: federal, state or regional, corporate, specialty, and startup.

overview

- **Plan**
- **Find**
- **Write**
- **Submit**
- **Follow Up**
- **Execute**
- **Report**

plan

- **What are your business/organization's biggest needs?**
- **What would someone outside your organization say your biggest needs are?**
- **What are you asking for?**
- **Do you have time and resources to plan the grant?**

find

- **How does what you do fit with the funder's interests?**
- **Does the grant fit YOUR goals/vision/mission?**
- **Any issues with the grantor?**

- **Where do you find grant money?**
  - **https://lgbtfunders.org/resources/resources-for-funding-lgbtq-organizing/**
  - **https://haveagayday.org/grant-opportunities/**
  - **https://blog.hubspot.com/marketing/grants-for-lgbtq-entrepreneurs**

- **Tricks:**
  - **Search LGBT associations and organizations and see if they offer grants, or if they've received grants.**

write

- **What specific need are you addressing?**
- **What do funders really want to know? (Think like the grantor!)**
- **What audience and community are you serving?**
- **What evidence do you have to support the need?**
- **What are you trying to achieve?**
- **Why is your business/org especially well suited for this topic/grant?**
- **Is it measurable? (Specific, Measurable, Achievable, Realistic, Timely)**
- **How will you make it happen? What is your specific plan of action?**

write

- **How will you know if you're successful? (demonstrate impact)**
    - **Measurable objectives**
    - **Key indicators of success**
    - **Online data collection and analysis activities**
    - **Timeline for monitoring program success**
    - **Reporting**

- **How will the project sustain itself in the long run?**

write

- **Start with an outline**
- **Keep language clear and concise**
- **Focus on funder's interests**
- **Follow funder's guidelines**
- **Revise and edit before submitting**

write

- **Executive Summary**
- **Narrative**
  - **Why you need a grant**
  - **What you plan to do**
  - **Who are you?**
  - **What information do you have to support your need**
  - **Conclusion**
- **Budget**
- **Supporting Materials**

The 80%: Why are proposals rejected?

- Late
- Alignment
- Capacity
- Not unique
- Wrong audience
- Poorly written/errors
- Didn't follow instructions
- Commitment
- Clarity
- Communication
- Ego
- Risk
- IPR protection
- Budget unrealistic

submit

- **Deadlines are EVERYTHING**
- **Proofread at least 3 times**
- **Review grant maker's specific requirements**
- **Call them you have questions – be super-focused**
- **Know the timeline (when decisions will be made).**
- **Keep a copy**

follow up

Whether you win, or not.

- Follow Up
- Execute
- Report

Execute & Report

- Activate your plan
- Receive the grant funds
- Follow all grantor's guidelines for reporting
- Measure everything
- Communicate
- Leverage success through marketing as appropriate

Practice!
"Car Grant"

The Grant:

"I have a new foundation dedicated to auto safety for aging adults. I'd like to grow our brand recognition by awarding funding for a car to a business or individual. The car would be "wrapped" with the grantee's business info along with the foundation's info.

Proposal:

1. Who are you?
2. What kind of car will you get and why?
3. How will you use the car?
4. Why should I give it to you?
5. What is it going to cost?

DEMO

The RCCSV Mini-Grant

Try this…

- Goal: Get started on RCCSV mini-grant application

- Brainstorm partner grant ideas

- Create content you can use across grants

- Q&A