



# GROWING STRONG

with the MDHE

**MDHE**

Missouri Department of Higher Education

*Building Missouri's future...  
by degrees*

# Shedding Light on the Grant Writing Process

Fall Workshop 2008

Presented by:

Lesley Hendrix

Julie Meyer

**MDHE**

Missouri Department of Higher Education

*Building Missouri's future...  
by degrees*

**GROWING STRONG WITH MDHE**

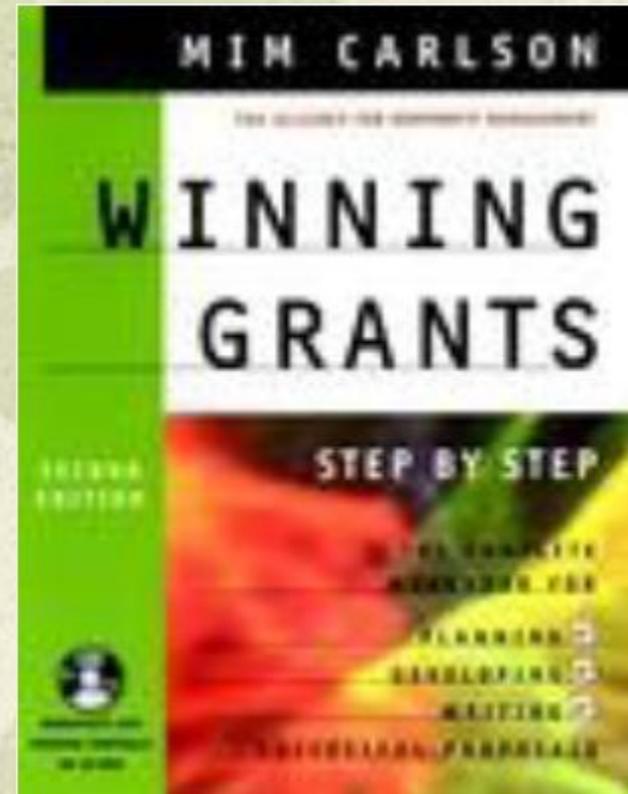
# Today's Agenda

- Resource for grant writing
  - Winning Grants- Step by Step Workbook  
Authors: Mim Carlson & Alliance for Nonprofit Management
- Overview of the grant writing process
  - 12 step by step instructions
- MDHE-administered grant programs
- Other grant writing resources



# Resource for Grant Writing

- Winning Grants- Step By Step 2<sup>nd</sup> Edition
  - Author: Mim Carlson & The Alliance for Nonprofit Management
- Workbook for successful proposals
  - Planning
  - Developing
  - Writing



# Introduction to Grant Writing

- Reasons to seek grants as a source of funding
  - Key source of funding
  - Inexpensive
  - Build credibility
  - Help make changes
- Sources of funds:
  - Federal government
  - State/local government
  - Independent foundations
  - Corporate foundations
  - Community foundations



# Introduction to Grant Writing

- Components of a grant application:
  - Written application
  - Supporting documents
- Basic proposal outline
  - Develop a clear program plan
  - Research funders thoroughly
  - Build strong relationships with funders
  - Target your proposals carefully
  - Write a concise proposal



# Tips to a Successful Proposal

- Proposals should flow and build from one component to the next
- Use a positive writing style
- Avoid jargon and overwriting
- Tailor your proposal to each funder's instructions
- Know deadlines for proposals
- Ask for feedback
- Make your proposal visually attractive



# Step 1: Developing the Idea

Key questions to develop your proposal ideas:

- What new projects is your organization planning for the next 2 to 3 years?
- Which of these projects are compatible with your organization's mission?
- What is unique about your organization's project?
- Who else is doing this project and can a partnership be formed?
- What community need does each of your organization's projects address?
- What members of your community would support each project?
- Does your organization have the expertise to undertake each project?
- Is there internal support for the project?



# Step 2: Developing Relationships

- Initial contact with funding organization
  - Review Web site or annual report for list of grants available
  - Ask funder about grant application, guidelines, and deadlines for receiving proposals
- Develop a relationship
  - Send a letter of intent
  - Contact funders by phone
  - Face to face meetings with funders



# Step 3: Writing a Need Statement

Four key elements of a need statement:

1. The need must show a clear relationship to your organization's mission and purpose
2. Your focus should be on the needs of those your organization serves rather than on the organization itself
3. The need is based on statistical facts or by an expert testimony
4. The need should be consistent with your organization's ability to respond to that need



# Step 4: Define Clear Goals & Objectives

- What is a goal?
  - A goal is a broad-based statement of the ultimate result of the change being undertaken (a result that is sometimes unreachable in the short term)
- What is an objective?
  - An objective is a measurable time-specific result that the organization expects to accomplish
  - Method for achieving a goal



# Step 5: Developing Your Methods

- Provide a clear description of the methods to be used
- Describe program staffing
- Identify who is being served
- Explain why these methods were chosen



# Step 6: The Evaluation Component

- Provides the effectiveness and efficiency of a project
- Compares what you hoped to achieve to what you actually did achieve
- Ensures that obligations to funders are met
- Benefits:
  - Strengthens your proposal
  - Learn what methods work vs. what is not working
  - Gain public trust



# Step 7: Sustainability Strategies

- Sustainability strategies:
  - Alternate solutions to continue funding your projects after the grant funds run out
  - May reinforce the importance of achieving long-term success with your project
  - Not always required as a part of the grant application but nonetheless can be important to persuade potential funders of the importance of your proposed project



# Step 8: Creating the Budget

- Estimate costs to fund your projects
- Steps in creating a budget:
  - Establish a budget period
  - Estimate expenses
  - Determine if overhead costs should be included
  - Estimate donated goods and services
  - Calculate any anticipated revenues or sources of matching funds
  - Check the overall budget



#### IV. BUDGET

If you already prepare organizational and project budgets that approximate this format, please feel free to submit them in their original forms. You may reproduce this form on your computer and/or submit separate pages for income and expenses.

Budget for the period: \_\_\_\_\_ to \_\_\_\_\_

EXPENSES			INCOME	
Item	Amount	FT/PT	Source	Amount
Salaries & wages (breakdown by individual position and indicate full or part-time)	\$ _____ _____ _____	_____ _____ _____	Government grants & contracts (specify)	\$ _____
Fringe benefits & payroll Taxes	\$ _____		Foundations (specify)	\$ _____
Consultants & professional fees	\$ _____		Corporations	\$ _____
Travel	\$ _____		Religious Institutions	\$ _____
Equipment	\$ _____		United Way, Combined Federal Campaign & other federated campaigns	\$ _____
Supplies	\$ _____		Individual contributions	\$ _____
Training	\$ _____		Fundraising events & products	\$ _____
Printing & copying	\$ _____		Membership income	\$ _____
Telephone & fax	\$ _____		In-kind support	\$ _____
Postage & delivery	\$ _____		Other (earned income, consulting fees, etc. Please specify)	\$ _____
Rent & utilities	\$ _____		_____	_____
In-kind expense	\$ _____		_____	_____
Other (specify)	\$ _____		_____	_____
_____				
TOTAL EXPENSE	\$ _____		TOTAL INCOME	\$ _____
			BALANCE	\$ _____

# Sample: Budget Worksheet

# Step 9: Your Organization's Background

- Establish your organization's creditability
  - Financial stability
  - Management/administrative capabilities
  - Successful community services already in place
  - Respect of your local community
- Tips for writing the organization background components
  - Explain what the organization does
  - Highlight items of special interest
  - Use data and testimonials
  - Complete this section after the program planning is determined



# Step 10: Writing the Proposal Summary

- This section of the proposal appears first in a grant application but generally should be written last
- Proposal summary contains:
  - Identification of the applicant
  - The specific purpose of the grant
  - Qualifications to carry out this purpose
  - The anticipated end result
  - The amount of money requested
  - The total project budget



# Step 11: Assembling the Package

- Final proposal package should include:
  - Cover letter
    - States the request and purpose
    - Provide follow up information
    - Organization's contact information
  - Appendices
    - List of board members and affiliates
    - Last year's organization budget
    - Brochures, newsletters, or samples of other print materials
    - Other supporting documentation
  - Packaging
    - Well organized and sections marked clearly
    - Note if more than one copy is needed
- Use a final proposal checklist to make sure everything is complete



# Step 12: Relationships with Funders

- Follow up on your organization's proposal
- Keep funders informed of any changes
- Respond to the funder's decisions or requests for more information



**Grants Administered by your  
Missouri Department of  
Higher Education**



**GROWING STRONG WITH MDHE**

**MDHE**

Missouri Department of Higher Education

*Building Missouri's future...  
by degrees*

# Default Prevention Grant

- Purpose:
  - Provides Missouri institutions the ability to implement and sustain activities such as debt management programs, retention activities, and financial literacy workshops
- Timeframes:
  - Awarded annually to renewal schools
  - New Missouri schools invited to participate every few years
- Staff contacts:
  - Marilyn Landrum and Sarah Schedler
  - Your MDHE client service representative and Julie Meyer



# Improving Teacher Quality Grant

- Purpose:
  - Supports professional development projects for teachers and principals to increase academic achievement for students
- Timeframes:
  - Awarded competitively on an annual basis
- Staff contacts:
  - BJ White, academic affairs area of the MDHE



# Challenge Grant (New!)

- Purpose:
  - Created by the CCRAA of 2007
  - Encourages projects focused on outreach and access to postsecondary education and may also be used for financial literacy and debt management projects
- Timeframes:
  - Awarded competitively on a one-time basis; funding will be available for two academic/ fiscal years
- Staff contacts:
  - Leroy Wade
  - Your MDHE client service rep or Julie Meyer



# Other Grant Writing Resources

- Alliance for Nonprofit Management
  - [www.allianceonline.org](http://www.allianceonline.org)
- Compasspoint
  - [www.compasspoint.org](http://www.compasspoint.org)
- The Foundation Center
  - [www.fdncenter.org](http://www.fdncenter.org)
- Foundations
  - [www.foundations.org](http://www.foundations.org)
- Fundsnet Online Services
  - [www.fundsnet services.com](http://www.fundsnet services.com)
- Grantsmanship Center
  - [www.tgci.com](http://www.tgci.com)
- Federal Grants
  - [www.grants.gov](http://www.grants.gov)
- State of Missouri
  - [www.mo.gov](http://www.mo.gov)



# Questions?

3515 Amazonas Drive  
Jefferson City, MO 65109

(800) 473-6757

(573) 751-3940

Fax (573) 751-6635

info@dhe.mo.gov

www.dhe.mo.gov



*Building Missouri's future...  
by degrees*





# GROWING STRONG

with the MDHE

**MDHE**

Missouri Department of Higher Education

*Building Missouri's future  
by degrees*