

GRANT WRITING WORKSHOP

“BEYOND THE BASICS OF WHAT IS
NEEDED TO WRITE AN AWARD-
WINNING GRANT OR RFP”



TRAINING

GOALS/OBJECTIVES:

1. INCREASE YOUR KNOWLEDGE ABOUT FUNDING YOUR BUSINESS BEYOND THE BASICS.
2. INCREASE YOUR UNDERSTANDING ABOUT THE TECHNICAL ASPECTS OF GRANT WRITING AND BUSINESS PLANS.
3. IMPROVE YOUR SKILLS TO BECOME MORE CONFIDENT WITH TAKING THE NEXT STEP WITH APPLYING FOR AN RFP OR GRANT OPPORTUNITY.



WHAT IS:

- GRANT
- RFP & RFA – REQUEST FOR PROPOSAL VS REQUEST FOR APPLICATION
- BUSINESS PLAN
- BUSINESS PROPOSAL
- AWARD LETTER
- FACT FINDING
- DUN AND EIN
- GRANT CYCLE & REPORTING CYCLE
- PRIVATE, NON-PROFIT, PRIVATE NON-PROFIT
- CORPORATION, ORGANIZATION, LLC
- STRATEGIC PLAN
- MARKETING PLAN
- TARGET POPULATION
- TARGET AUDIENCE
- FUNDING SOURCE

EXPERIENCE WITH GRANT WRITING



DEFINITIONS

GOVERNMENT GRANTS

AN AWARD OF FINANCIAL ASSISTANCE IN THE FORM OF MONEY BY THE FEDERAL GOVERNMENT TO AN ELIGIBLE GRANTEE WITH NO EXPECTATION THAT THE FUNDS WILL BE PAID BACK. THE TERM DOES NOT INCLUDE TECHNICAL ASSISTANCE WHICH PROVIDES SERVICES INSTEAD OF MONEY, OR OTHER ASSISTANCE IN THE FORM OF REVENUE SHARING, LOANS, LOAN GUARANTEES, INTEREST SUBSIDIES, INSURANCE, OR DIRECT APPROPRIATIONS.

GRANT

BOUNTY, CONTRIBUTION, GIFT, OR SUBSIDY (IN CASH OR KIND) BESTOWED BY A GOVERNMENT OR OTHER ORGANIZATION (CALLED THE GRANTOR) FOR SPECIFIED PURPOSES TO AN ELIGIBLE RECIPIENT (CALLED THE GRANTEE). GRANTS ARE USUALLY CONDITIONAL UPON CERTAIN QUALIFICATIONS AS TO THE USE, MAINTENANCE OF SPECIFIED STANDARDS, OR A PROPORTIONAL CONTRIBUTION BY THE GRANTEE OR OTHER GRANTOR (S).



DEFINITIONS

SOLICITATION OR INVITATION TO BID (ITB)

ACT OR INSTANCE OF REQUESTING OR SEEKING BID, BUSINESS, OR INFORMATION. UNLIKE AN OFFER, A SOLICITATION IS NOT A CLEAR INDICATION OF THE INTENTION TO ENTER INTO A BINDING AGREEMENT.

RFP

A REQUEST FOR PROPOSAL (RFP) IS A DOCUMENT THAT AN ORGANIZATION POSTS TO ELICIT BIDS FROM POTENTIAL VENDORS FOR A PRODUCT OR SERVICE. FOR EXAMPLE, A NEW BUSINESS OR A BUSINESS MOVING FROM A PAPER-BASED SYSTEM TO A COMPUTER-BASED SYSTEM MIGHT REQUEST PROPOSALS FOR ALL THE HARDWARE, SOFTWARE, AND USER TRAINING REQUIRED TO ESTABLISH AND INTEGRATE THE NEW SYSTEM INTO THE ORGANIZATION. ANOTHER BUSINESS MIGHT DRAFT AN RFP FOR A CUSTOM-WRITTEN COMPUTER APPLICATION THEY WANTED TO OUTSOURCE.

THE QUALITY OF AN RFP IS VERY IMPORTANT TO SUCCESSFUL PROJECT MANAGEMENT BECAUSE IT CLEARLY DELINEATES THE DELIVERABLE RFQ IS SOMETIMES POSTED WHEN THE REQUIREMENTS ARE VERY CLEAR-CUT – FOR EXAMPLE, IN THE PURCHASE OF HARDWARE.

IN DETAIL ABOUT RFP'S

A **REQUEST FOR PROPOSAL (RFP)** IS ISSUED AT AN EARLY STAGE IN A PROCUREMENT PROCESS, WHERE AN INVITATION IS PRESENTED FOR SUPPLIERS, OFTEN THROUGH A BIDDING PROCESS, TO SUBMIT A PROPOSAL ON A SPECIFIC COMMODITY OR SERVICE. THE RFP PROCESS BRINGS STRUCTURE TO THE PROCUREMENT DECISION AND IS MEANT TO ALLOW THE RISKS AND BENEFITS TO BE IDENTIFIED CLEARLY UP FRONT.

- THE RFP MAY DICTATE TO VARYING DEGREES THE EXACT STRUCTURE AND FORMAT OF THE SUPPLIER'S RESPONSE. EFFECTIVE RFPs TYPICALLY REFLECT THE STRATEGY AND SHORT/LONG-TERM BUSINESS OBJECTIVES, PROVIDING DETAILED INSIGHT UPON WHICH SUPPLIERS WILL BE ABLE TO OFFER A MATCHING PERSPECTIVE.
- SIMILAR REQUESTS INCLUDE A REQUEST FOR QUOTATION AND A REQUEST FOR INFORMATION.

IN PRINCIPLE, AN RFP:

- INFORMS SUPPLIERS THAT AN ORGANIZATION IS LOOKING TO PROCURE AND ENCOURAGES THEM TO MAKE THEIR BEST EFFORT.
- REQUIRES THE COMPANY TO SPECIFY WHAT IT PROPOSES TO PURCHASE. IF THE REQUIREMENTS ANALYSIS HAS BEEN PREPARED PROPERLY, IT CAN BE INCORPORATED QUITE EASILY INTO THE REQUEST DOCUMENT.
- ALERTS SUPPLIERS THAT THE SELECTION PROCESS IS COMPETITIVE.
- ALLOWS FOR WIDE DISTRIBUTION AND RESPONSE.
- ENSURES THAT SUPPLIERS RESPOND FACTUALLY TO THE IDENTIFIED REQUIREMENTS.
- IS GENERALLY EXPECTED TO FOLLOW A STRUCTURED EVALUATION AND SELECTION PROCEDURE, SO THAT AN ORGANIZATION CAN DEMONSTRATE IMPARTIALITY – A CRUCIAL FACTOR IN PUBLIC SECTOR PROCUREMENTS.

FUNDING SOURCES

THERE ARE MANY AVENUES TO SEEK FUNDING. DON'T FORGET THAT SOME IDEAS CALL FOR A BUSINESS LOAN OR THE OPTION TO SEEK INVESTORS.

- GOVERNMENT
- FOR PROFIT AGENCIES
- PRIVATE BUSINESS
- FOUNDATIONS
- LARGE NON-PROFITS



FLOW CHART/TIMELINES

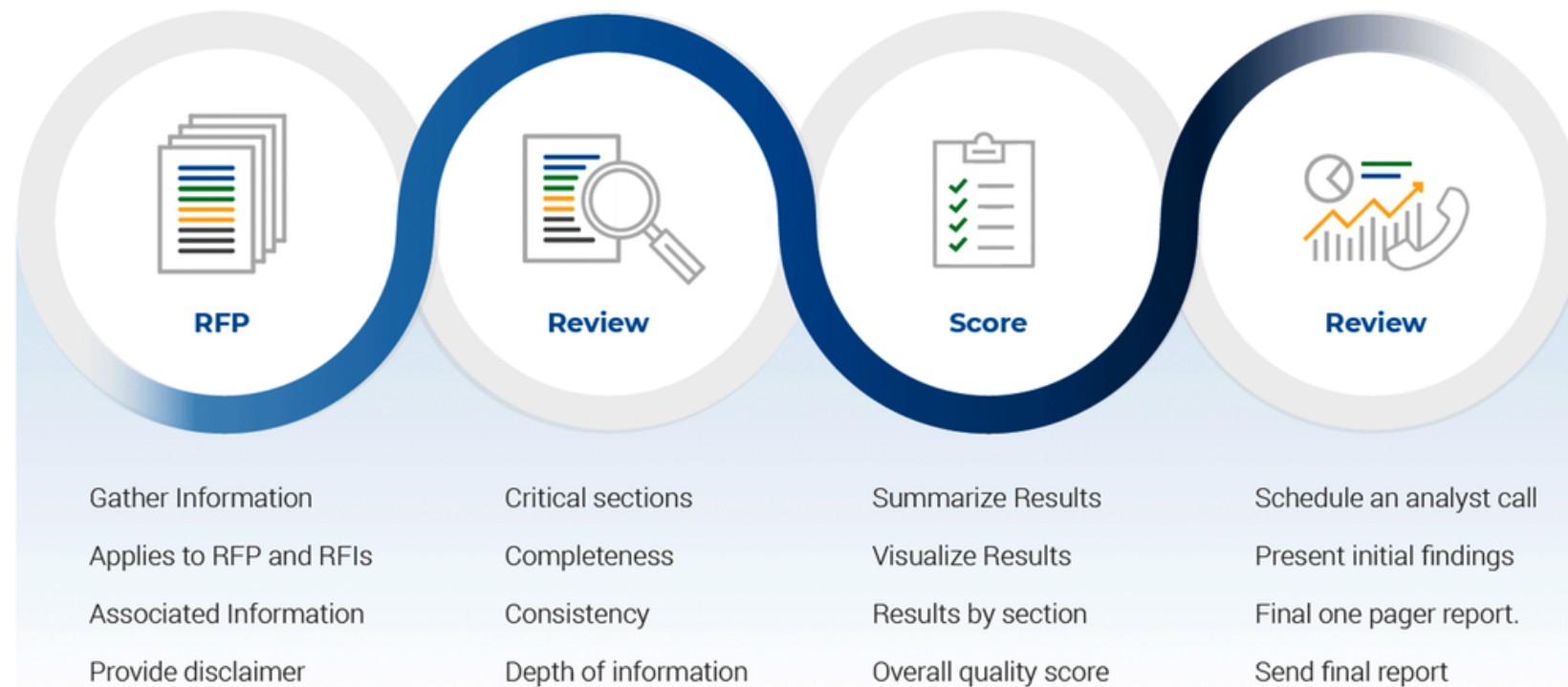
1. YOUR IDEA OR BUSINESS
2. ORGANIZING YOUR DREAMS WITH PROFESSIONAL DOCUMENTS (BUSINESS PLAN, PROGRAM DESCRIPTIONS, STRATEGIC PLAN, MARKETING PLAN)
3. SEARCHING FOR GRANTS OR RFP'S (SOLICITATIONS) OR APPLYING FOR LOAN OR SEEKING INVESTORS
4. PREPARING THE APPLICATION
5. PROVIDING ALL SUPPORTING DOCUMENTS
6. TRIPLE REVIEWING PACKAGE
7. TURNING EVERYTHING IN 1-2 WEEKS PRIOR TO THE DEADLINE



UNDERSTANDING THE ACTUAL RFP~BREAKING IT DOWN!!!

Request for Proposal Review Service

Get the most out of the RFP process.



WHAT DO YOU KNOW ABOUT PARTS OF AN RFP?

RESOURCE:
GETTING FUNDED – THE COMPLETE GUIDE TO WRITING GRANT PROPOSALS BY SUSAN HOWLETTE & RENEE BOURQUE

TIPS FOR WRITING A STRONG GRANT APPLICATION



KEEP YOUR AUDIENCE IN MIND

REVIEWERS WILL USE ONLY THE INFORMATION CONTAINED IN THE APPLICATION TO ASSESS THE APPLICATION. BE SURE THE APPLICATION AND RESPONSES TO THE PROGRAM REQUIREMENTS AND EXPECTATIONS ARE COMPLETE AND CLEARLY WRITTEN. DO NOT ASSUME THAT REVIEWERS ARE FAMILIAR WITH THE APPLICANT ORGANIZATION, SERVICE AREA, BARRIERS TO HEALTH CARE, OR HEALTH CARE NEEDS IN YOUR COMMUNITY. KEEP THE REVIEW CRITERIA IN MIND WHEN WRITING THE APPLICATION.





START PREPARING THE APPLICATION EARLY

**ALLOW PLENTY OF TIME
TO GATHER REQUIRED
INFORMATION FROM
VARIOUS SOURCES.**

BE BRIEF, CONCISE, AND CLEAR

MAKE YOUR POINTS UNDERSTANDABLE. PROVIDE ACCURATE AND HONEST INFORMATION, INCLUDING CANDID ACCOUNTS OF PROBLEMS AND REALISTIC PLANS TO ADDRESS THEM. IF ANY REQUIRED INFORMATION OR DATA IS OMITTED, EXPLAIN WHY. MAKE SURE THE INFORMATION PROVIDED IN EACH TABLE, CHART, ATTACHMENT, ETC., IS CONSISTENT WITH THE PROPOSAL NARRATIVE AND INFORMATION IN OTHER TABLES. YOUR BUDGET SHOULD REFLECT BACK TO THE PROPOSED ACTIVITIES, AND ALL FORMS SHOULD BE FILLED IN ACCURATELY AND COMPLETELY.





BE ORGANIZED & LOGICAL

MANY APPLICATIONS FAIL TO RECEIVE A HIGH SCORE BECAUSE THE REVIEWERS CANNOT FOLLOW THE THOUGHT PROCESS OF THE APPLICANT OR BECAUSE PARTS OF THE APPLICATION DO NOT FIT TOGETHER.

BE CAREFUL IN THE USE OF ATTACHMENTS

DO NOT USE THE ATTACHMENTS FOR INFORMATION THAT IS REQUIRED IN THE BODY OF THE APPLICATION. BE SURE TO CROSS-REFERENCE ALL TABLES AND ATTACHMENTS TO THE APPROPRIATE TEXT IN THE APPLICATION. BE SURE TO UPLOAD THE ATTACHMENTS IN THE ORDER INDICATED IN THE FORMS.





CAREFULLY PROOFREAD THE APPLICATION

MISSPELLINGS AND GRAMMATICAL ERRORS WILL IMPEDE REVIEWERS IN UNDERSTANDING THE APPLICATION. BE SURE THAT PAGE LIMITS ARE FOLLOWED. LIMIT THE USE OF ABBREVIATIONS AND ACRONYMS AND DEFINE EACH ONE AT ITS FIRST USE AND PERIODICALLY THROUGHOUT APPLICATION. MAKE SURE YOU SUBMIT YOUR APPLICATION IN FINAL FORM, WITHOUT MARKUPS.

PRINT OUT AND CAREFULLY REVIEW AN ELECTRONIC APPLICATION TO ENSURE ACCURACY AND COMPLETION

WHEN SUBMITTING ELECTRONICALLY, PRINT OUT THE APPLICATION BEFORE SUBMITTING IT TO ENSURE APPROPRIATE FORMATTING AND ADHERENCE TO PAGE LIMIT REQUIREMENTS. CHECK TO ENSURE THAT ALL ATTACHMENTS ARE INCLUDED BEFORE SENDING THE APPLICATION FORWARD.





FINAL TIP

ENSURE THAT ALL INFORMATION IS SUBMITTED AT THE SAME TIME. WE WILL NOT CONSIDER ADDITIONAL INFORMATION AND/OR MATERIALS SUBMITTED AFTER YOUR INITIAL SUBMISSION, NOR WILL WE ACCEPT E-MAILED APPLICATIONS OR SUPPLEMENTAL MATERIALS ONCE YOUR APPLICATION HAS BEEN RECEIVED.

HOW CAN YOU STAND OUT FROM OTHERS COMPETING AGAINST YOU?

CREATIVITY

- FACT FINDING
- ANALYTICAL DATA
- VISUALS
- TOP NOTCH GRAPHICS & PRESENTATION
- MARKETING MATERIAL



INNOVATION

- LETTERS OF SUPPORT
- CATERING TO YOUR AUDIENCE/PANEL/COMMITTEE
- SUPERIOR PACKAGING
- KNOWLEDGE OF CURRENT EVENTS/TRENDS
- EVIDENCE BASED PRACTICES



DEDICATION

- MOTIVATION
- PROOF-READING FOR GRAMMAR, PUNCTUATION ERRORS, & FLOW
- RESEARCH & EDUCATION
- KNOWLEDGE OF THE HIDDEN RULES
- NOT TOO MUCH/NOT TOO LITTLE



RESOURCES

Organizations

www.cpccoalition.org

www.cpccoalitionllc.com

<https://grantwritingusa.com/events.html>

Federal

<https://www.grants.gov/>

<https://www.samhsa.gov/grants>

<https://www.hrsa.gov/grants/index.html>

Local

<https://www.fftcc.org/grants>

<https://uwcentralcarolinas.org/grants>

https://www.charlotteiscreative.com/hug-micro-grants/?gclid=CjwKCAjwlqOXBhBqEiwA-hhitMDQJBAEx6uZCAE6AzHUoqWoa8BmnuDyGJtiSP7nBpWnwiIyed_NTxoCNmQQAvD_BwE

https://www.charlotteiscreative.com/hug-micro-grants/?gclid=CjwKCAjwlqOXBhBqEiwA-hhitMDQJBAEx6uZCAE6AzHUoqWoa8BmnuDyGJtiSP7nBpWnwiIyed_NTxoCNmQQAvD_BwE

**THANK
YOU!**

https://youtu.be/kDj3A_TZR90

