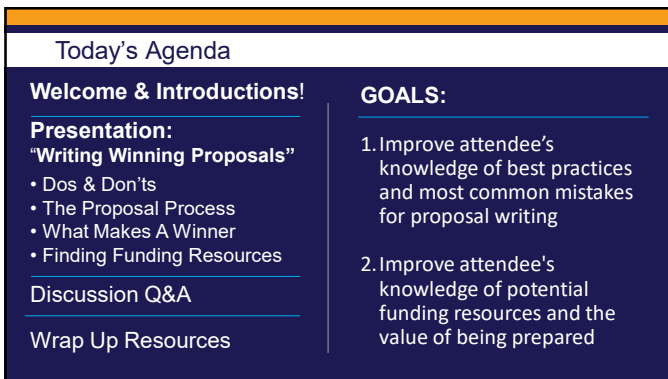


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Objectives

1. Identify ways of improving your proposals (at least 2)
2. Discuss the process for writing successful proposals
3. Discuss the use of effective language in writing successful proposals
4. List 3 key elements of a successful proposal
5. Identify most common mistakes in proposals (at least 2)
6. Identify 3 potential funding sources

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Ways to Improve Your Proposals

- **Do Learn to Write Clear, Concise, Riveting, Proposals**
 - Take Classes
 - Practice
 - Get colleagues to review your work
 - Read/Review successful proposals
- **Do Prepare – research the organization and the issue**
 - Know their past and present stance
 - Have your organization's documents updated and ready to go
- **No one can do everything – Do hire an expert**
 - It's a worthwhile investment

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Hire A Grant Writer

- Freelance grant writers charge about \$40-\$200 per hour, and foundation grants average 15 - 25 hours. Government grants can take **over 100 hours**.
https://www.charityscience.com/uploads/1/0/7/2/10726656/grant_writing_pdf.pdf
- A ballpark figure, freelance **grant-proposal** writers generally charge between \$60 and \$150 per hour, says Gail Vertz, executive director of the American Association of Grant Professionals
<https://www.philanthropy.com/article/calculating-fees-as-a-freelance-grant-proposal-writer/>
- It usually takes 60 to 90 days to write a grant report, depending on the grant guidance.
<https://www.eschoolnews.com/2009/06/01/allow-plenty-of-time-for-writing-federal-grant-proposals/>

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Process for Writing a Winning Proposal

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Preparation - Know Your Audience

- Who is the proposal going to (who will review this)?
- What type of organization are they? What is important to them (Key language, key concepts)
- What has worked in the past / look at past successful/funded programs
- Look for clues for what they want:
 - in the Application
 - in the Announcement
 - in their Website

Preparation Makes a Winner!

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First Key Element in Proposal Writing

Introduce Yourself

- Tell who you are and what you do in a way funders want to read
- Be clear and complete
- Speak as if speaking to a stranger – don't assume they know you or your work by reputation or because you've worked with them in the past
- Mix who you are/what you do into your other responses

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...Introduce Yourself

Have a conversation – You've listened to who the funder is and what they want now introduce yourself using this information.

Like with a job interview you want to tell them things that they are interested in first, then lead them into how other attributes you have that can benefit them as well.

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Second Key Element in Proposal Writing

Clear Problem Statement

- Describe the Problem.
- How do you and your organization know this is a problem?
- Who is your target population?
- What is the economic and social impact of this problem?
- What is your evidence that this problem is real?

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Third Key Element in Proposal Writing

Clear Solution Statement

- Describe the solutions to the problems (long and short term), the associated risk and protective factors you plan to address, and the interventions your organization will undertake that will produce the solutions
- How will you and your organization implement the solutions?
- How will you and your organization record/identify the changes/results?
- What is the timeline for implementation and seeing the changes/results

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YOUR TARGET

Is to show/demonstrate to the funder that your key mission and proposed activities align with their mission and wants.

- Show you fit into what they are trying to do
- Not that they fit into what you are doing

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Proposal Writing - Tips for Effective Writing

- **Do take advantage of online dictionaries and thesauruses** to expand your vocabulary
- Do obtain copies of **funded grant applications to study**
- **Do research proven best practices** for your proposed solutions and incorporate language from the experts.
- **Do** look for the evaluation results of those **best practices similar to** yours and use that data and language to make your case
- **Don't proof or edit your own work.** Do hire a proofreader or editor (or a college student) to read your writing and clean it up. Or ask a trusted friend or co-worker.
- **Do write in short, hard-hitting, compelling sentences. Don't** run on and ramble, or make the reader work hard to find the main point.

<https://www.dummies.com/business/nonprofits/grants/grant-writing-for-dummies-cheat-sheet/>

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Proposal Writing – Tips Continued...

Use The Application - Follow The Rules

- Study the Application requirements
- Review the Announcement for key requirements/concepts
- Review the website for key requirements/concepts
- Ask the Project Officer or Announcement Contact if you have any questions or doubt about something

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Most Common Mistakes

- Not Following Application Instructions
 - Give them what they want
 - How they want it
 - The way they ask for it
- Not Including Required Items/Elements
- Not Following Application Structure/Format
- Not Being Clear and Concise
 - Make points/elements easy to find
 - Don't throw in everything but the kitchen sink
- Not Connecting the Dots – make logical arguments

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Avoid Common Mistakes

- Do use the font they ask for (template)
- Do use the margins they ask for (template)
- Do Not exceed the page limit requirements
- Do use the headers and formatting they ask for
- Do give them exactly what they ask for where they ask for it

➤ Many agencies will do a pre-screening of proposals – and not review content of applications that didn't adhere to the template/format.

➤ If you make the reviewers job harder – he/she will not reward you for it.

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Fourth Key Element in Proposal Writing

Understand Competitive Proposal Process

- **Reviewers** - usually assigned for neutral, impartial, review
- Multiple reviewers review the entire proposal. The proposal template/format has mandatory, required, and optional scoring sections. Reviewers assign max and min scores to items in each section for a total overall score. The scores across reviewer are averaged for a final overall score. The top scorers are considered for the available funding.
- Sometimes multiple reviewers review only different sections of the different proposals and score them. The scores from the different reviewers are averaged and the different sections may be weighted. The proposals with highest scores in are considered for funding.

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What Make A Winning Proposal

- Follows all instructions in the application
- Is clear, concise, to the point, logical, includes relevant supporting data, has compelling arguments, and is easy to read and follow,
- Matches the expectations/request of the funder
- Is well written:
 - Provides information needed for the reviewer to understand who the organization is, how they relate to the problem, their capacity to work within the community, and their ability to follow regulations and report results to funders.
 - Clearly Identifies the Specific Problem they Will Address
 - Clearly and logically states the solution to the problem and the interventions they will implement to bring about the solutions.
 - Clearly states who and how the changes will be measured, documented and evaluated.

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Funding Sources – Types

- **Competitive** (discretionary funding) - selection based on the evaluation of a reviewer or team of reviewers. Based on the merits of the application [e.g. ASAPP]
- **Formula** - given to pre-determined recipients. All applicants who meet the minimum requirements of the application process are entitled to receive money. Usually Fed to State level. [e.g. SABG]
- **Continuation** - current award recipients given the option of renewing grants for the following year. [e.g. PIPP, DFC]
- **Pass-through** - given by the federal government to the states for further distribution to local governments.

<https://www.ecivis.com/blog/bid/48460/law-enforcement-grants-the-four-main-types-of-grant-funding>

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Funding Sources – Find/Make Opportunities

First - Make a List (discuss with work associates):

- Who are your corporate vendors?
- What banks or credit unions processes your payroll?
- What local funders have given money or in-kind contributions in the past five years?

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Funding Sources – Find/Make Opportunities

Second - Call and make an appointment to visit every bank in your town, city, and county.

Find out who heads up the trust department at each local bank/CU institution. Trust officers manage trust accounts for living and dead money-giving individuals and families. These trusts are often not highly advertised sources of grant money. Ask about applying to them for grants.

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Funding Sources - Find/Make Opportunities...next

- **Community foundations in your county, call to get an appointment to meet with someone there** to ask about the possibility of applying for capacity building funds. With a capacity building grant, you can contract with qualified consultants for grant writing, fundraising, board training, and volunteer coordination services.
- **Governor's offices** - call and ask about state agency grant funding and other monies that may be available for your organization.
- **Attend all public events where the “who’s who” crowd will be gathered** and hand out business cards and brochures. Just make sure your agency’s mission and contact info are on the materials.

<https://www.dummies.com/business/nonprofits/grants/grant-writing-for-dummies-cheat-sheet/>

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Funding Sources – Find/Make Opportunities

- **Contact the nearest large public or university library to access the Foundation Center’s *Foundation Directory Online*.** This is your public-access, free-of-charge source for researching foundation and corporate funding sources.
- **Network with other grant writers** to find out about their funding resource subscriptions.
- **Head down to your city and county economic development agencies** to find out about any public monies that may be available (contracts or grants).

<https://www.dummies.com/business/nonprofits/grants/grant-writing-for-dummies-cheat-sheet/>

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Funding Sources – Find/Make Opportunities...lastly

- **Attend all public events where the “who’s who” crowd will be gathered** and hand out business cards and/or brochures. Just make sure your agency’s mission and contact info are on all materials!
- **Prepare and distribute a press release to all local and regional media** announcing that you have a project in need of funding.

<https://www.dummies.com/business/nonprofits/grants/grant-writing-for-dummies-cheat-sheet/>

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Resources

- **eCivis Grants Network:** This is a subscription-based service with profiles for public and private sector funders.
- **The Foundation Center:** This subscription-based service for private-sector funders offers several newsletters, including *Philanthropy News Digest*.
- **Grants.gov:** Here, you can find government agency funding announcements for free.
 - https://learning.candid.org/training/search/format/live/location/atlanta/sort/time_asc_num/keyword/grant%20writing/

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Resources

- <https://www.samhsa.gov/grants/grant-announcements-2021>
- <https://www.grants.gov/>
- <https://walmart.org/how-we-give/local-community-grants>
- <http://wtgrantfoundation.org/category/grant-announcements>
- <https://www.coca-colacompany.com/shared-future/coca-cola-foundation>
- <https://corporate.target.com/corporate-responsibility/philanthropy/grants-faqs>
- <https://dch.georgia.gov/meetings-notice/grant-announcements>

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Resources - OBHPFG Data Warehouse

- One Stop Shop Website for substance abuse prevention, suicide prevention, and mental health promotion data sources
<https://gaspsdata.net/>
- Will have:
 - GSHS
 - NSDUH
 - ARDI
 - Kids Count
 - NLFIS
 - UCR
 - Georgia County Guide
 - BRFSS
 - YRBS
 - Alcohol/tobacco retail outlet density (*new*)
 - Underaged sales of tobacco and alcohol (*new*)

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Wrap-Up

- Final Questions
- Handouts
- Evaluation

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Thank you!

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