
DEVELOPING AN EFFECTIVE GRANT PROPOSAL: Part One

PRESENTED BY:

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By the end of this session, you will

- **Identify** the structure and components of a typical grant proposal
- **Describe** the proposal planning and preparation process
- **Describe** the components of a logic model



Previous challenges?



GRANT DEVELOPMENT STEPS



GRANT DEVELOPMENT STEPS

- Conduct organizational assessment
- Research funding sources
 - Identify opportunities
 - Assess readiness and fit
- Plan the grant application
 - Develop a contingency plan
 - Outline components of the grant proposal
 - Develop timeline and proposal team
- Develop the proposal



ORGANIZATIONAL ASSESSMENT

KEY QUESTIONS

- Why are you providing your current services?
- How well are you accomplishing your goals?
- What programs are in danger of losing funding?



INTERNAL

EXTERNAL

STRENGTHS



WEAKNESSES



S W

OPPORTUNITIES



THREATS



O T

PARTNERSHIPS

Identify gaps and establish collaborations

The background of the slide features a warm, golden-yellow gradient. Overlaid on this is a faint, semi-transparent image of a group of people holding hands in a circle, symbolizing unity and partnership. The figures are rendered in a simple, stylized manner, with their arms and hands clearly visible as they connect to form a continuous ring.



- Who are our competitors
- Where are they strong?

- How do WE compare?
- Where are WE strong?

ASSESS STRENGTHS

	What makes our organization strong in this area?	What makes competitor A strong in this area?	What makes competitor B strong in this area?
Mission			
Target population			
Leadership and staff			
Board of Directors			
Finances and fundraising			
Programs/services			
Partners/collaborations			
Marketing			

DECIDING TO APPLY



How do you know when a funding opportunity is a good fit?

DECIDING TO APPLY

Organizational
Readiness

The diagram consists of two large, red, arrow-shaped boxes pointing towards each other, meeting at a central point. The left box is labeled 'Organizational Readiness' and the right box is labeled 'Assessment of Fit'. The background is dark gray.

Assessment of
Fit

ARE YOU ELIGIBLE?


1. Eligibility requirements
2. Type of organization
3. Geography
4. Location
5. Service delivery
6. Population focus
7. Scope of work

IS FUNDING A GOOD FIT?

1. Consistent with mission
2. Appropriate for organizational capacity, experience
3. Funding sufficient for proposed scope of work
4. Matches level of readiness
5. Feasible to develop competitive response

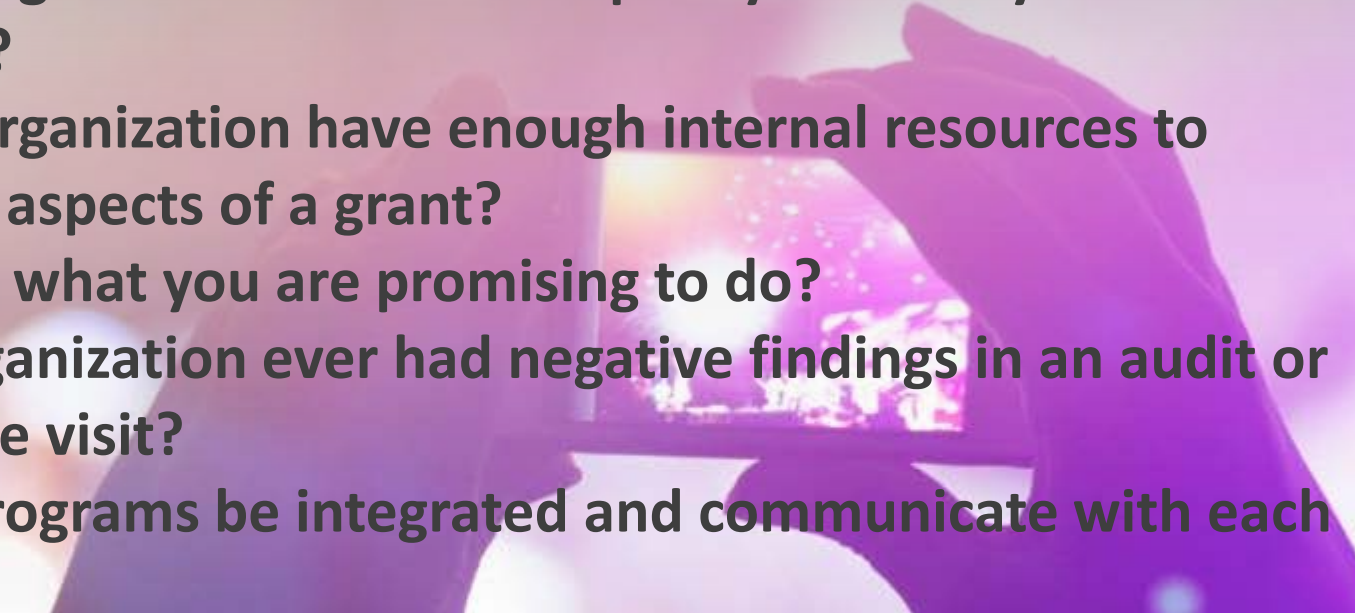
HOW DO FUNDERS THINK?

Experience

- 1. Does this agency have the experience in this area of interest to effectively implement this program?**
 - 2. What are the similar services you currently provide?**
 - 3. What is the experience of key staff and partners?**
- 
- A hand holding a smartphone displaying a colorful, abstract image, overlaid on a blurred background of people.


HOW DO FUNDERS THINK?

Infrastructure

1. Does this organization have the capacity to effectively manage this grant?
 2. Does this organization have the capacity internally to conduct evaluation?
 3. Does this organization have enough internal resources to manage all aspects of a grant?
 4. Can you do what you are promising to do?
 5. Has the organization ever had negative findings in an audit or contract site visit?
 6. How will programs be integrated and communicate with each other?
- 

HOW DO FUNDERS THINK?

Sustainability

1. Do you have a plan to sustain this program after the life of this grant?
 2. Do you have the resources (current grants) to continue services to the targeted population?
 3. Do you have a long-term plan? Perhaps a strategic plan or fund development plan?
- 
- A hand holding a smartphone displaying a vibrant, colorful abstract image, set against a blurred background of people.

NOW CAN WE GET STARTED?



Gather information

- Participate in pre-application call/webinar/meeting
- Submit written questions
 - Check deadline for questions
 - Where/how are responses provided?
- Review funder responses



Plan your response

- Who are you?
- How does this opportunity fit your organization?
- What are you asking for, including total funds?
- What problem will you address and how?
- Who will benefit and how?
- How will you show what you have accomplished?



Writing Team

- **Proposal Coordinator**
- **Grant writer(s)**
- **Program staff**



REVIEW, REVIEW, REVIEW

- Make note of
 - Maximum award and length of funding
 - Unallowable expenses
 - Format/mechanism for submission
 - Required forms
 - Due date
- Outline the requirements
 - Proposal checklist
 - Formatting and sections
 - Evaluation criteria

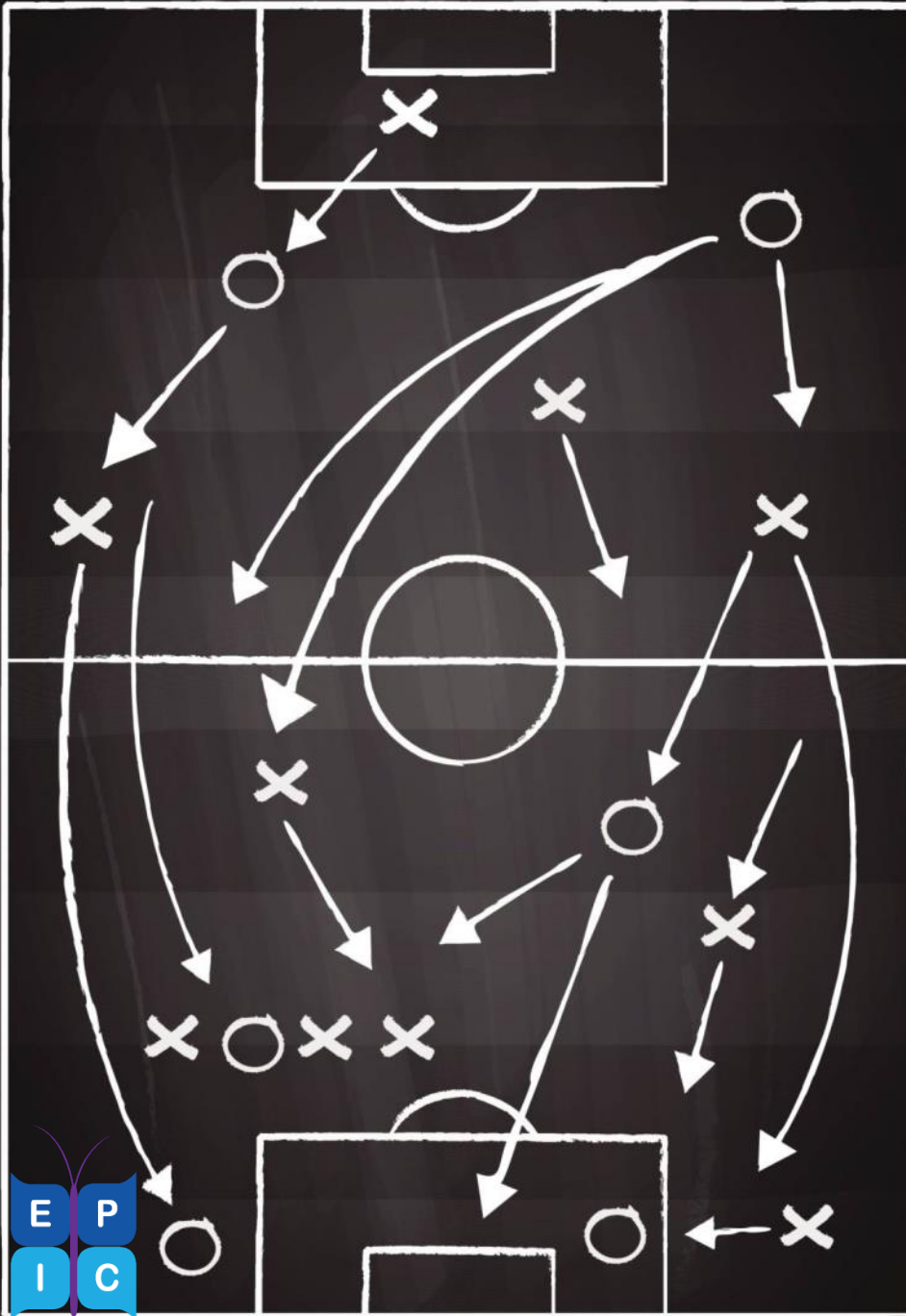


Programmatic approach

Don't start writing until you are clear on your proposed scope of work

Determine

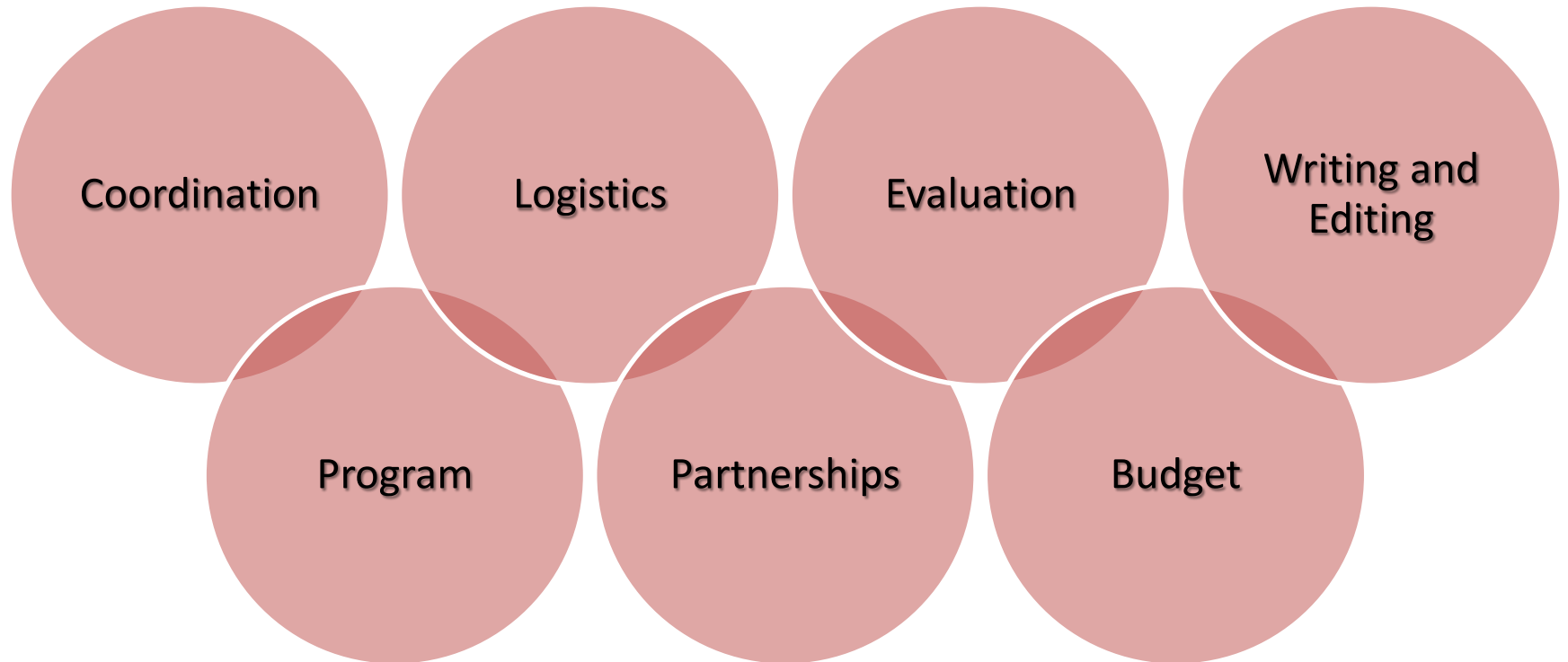
- What you can realistically propose
- Your relative strengths
- Your approach at the program/intervention level



Develop timeline and delegate responsibilities



Proposal team



Sample planning tool

A	B	C	D	E	F	G	H	I	J	K	L	M	N	O	P
Section	Review Criteria	Points	Writer assignments	Page Limit	OUTLINE			DRAFT		REVIEW AND FINALIZE					
					Outline drafted date	Outline reviewed date	Outline complete date	Draft complete date	Draft reviewed date	Date ready for full copy edit	Section reviewer assignments	Full copy edit complete date	Complete submission date		
<i>Example information is from a HRSA HIV/AIDS Bureau Proposal:</i>															
Project Abstract				1											
Introduction	#1 - Need - 15 pts total	5		1											
Needs Assessment	#1 - Need - 15 pts total	10		4											
Methodology	#2 - Response - 35 pts total	20		12											
Work Plan	#2 Response - 35 pts total and #4 - Impact - 15 pts total	20		11											
Resolution of Challenges	#2 - Response - 35 pts total	5		3											
Evaluation and Technical Support Capacity	#3 - Evaluative Measures - 5 pts total and #4 - Impact - 15 pts total	10		6											
Organizational Information	#5 - Resources/Capabilities - 25 pts total	25		15											
Budget Narrative	#6 - Support Requested - 5 pts total	5		4											
Attachment 1: Work Plan (table)				5											
Attachment 2: Staffing Plan and Job Descriptions for Key Personnel				8											
Attachment 3: Letters of Agreement and/or Descriptions(s) of Proposed/Existing Contracts				1											
Attachment 4: Project Organizational Chart				1											
Attachment 5: Tables, Charts, etc. (e.g., Gantt or PERT charts optional)				1											



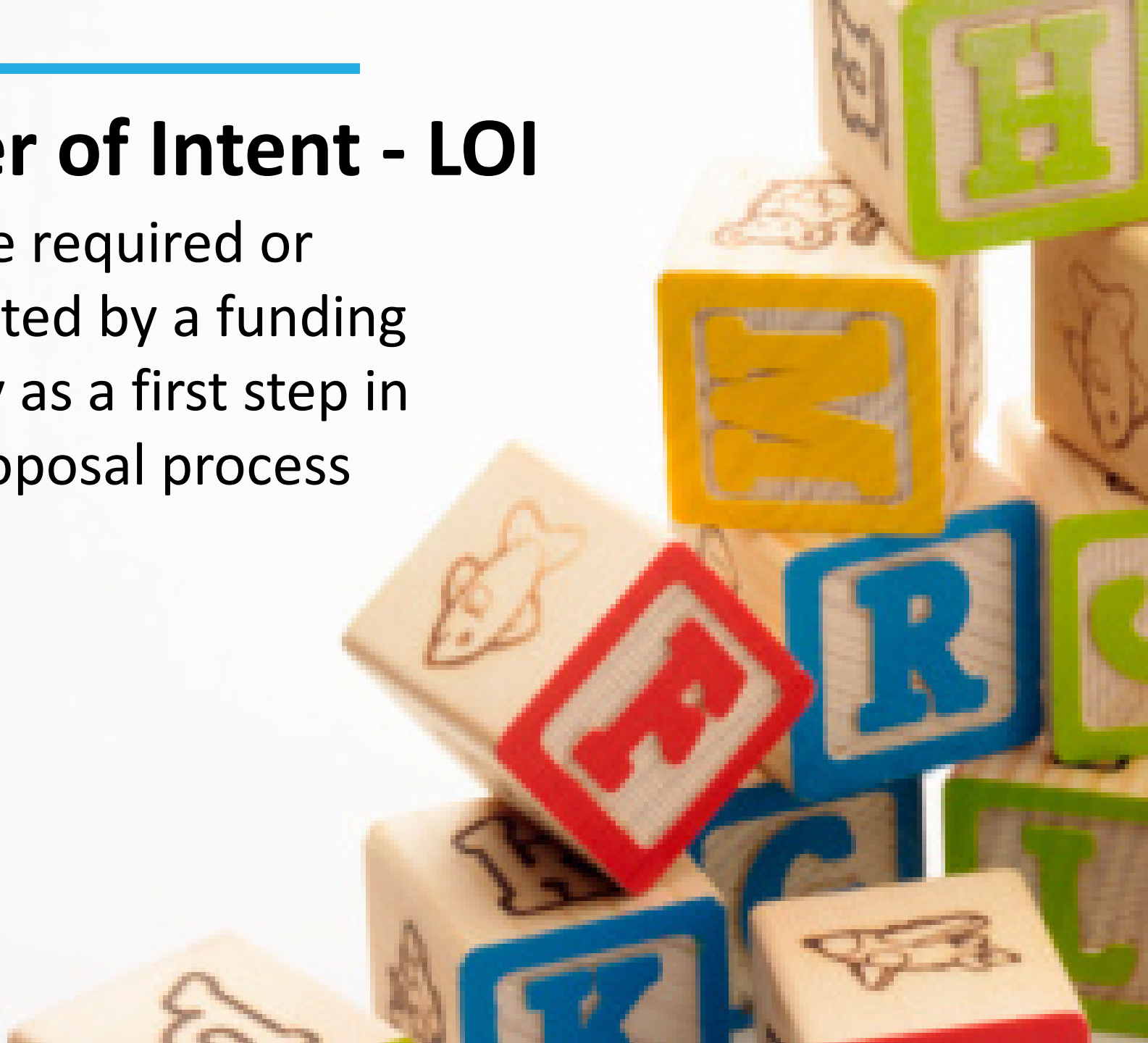
Typical proposal ingredients

- Table of contents
- Abstract
- Needs statement
- Program plan
 - Logic model
 - SMART objectives
- Evaluation plan
- Staffing and organizational capacity
- Collaborations and partnerships
- Budget and budget justification
- Appendices (e.g., letters of support, memoranda of agreement, organizational chart, resumes, etc.)



Letter of Intent - LOI

May be required or requested by a funding agency as a first step in the proposal process



Planning your response

Component	Review Criteria	Page Count
1. Needs Statement	15%	4.5
2. Intervention Proposed	20%	6
3. Program Plan	25%	7.5
4. Logic Model	5%	1.5
5. Organizational Experience	15%	4.5
6. Budgets	15%	4.5
7. Evaluation Plan	5%	1.5
Total	100%	30



Abstract

- Comes first, but should be written last
- Should stand alone
- Describes goal of the project/program, methods for reaching the goal, and population served
- The first thing the reviewer reads

Needs statement

Synthesize literature

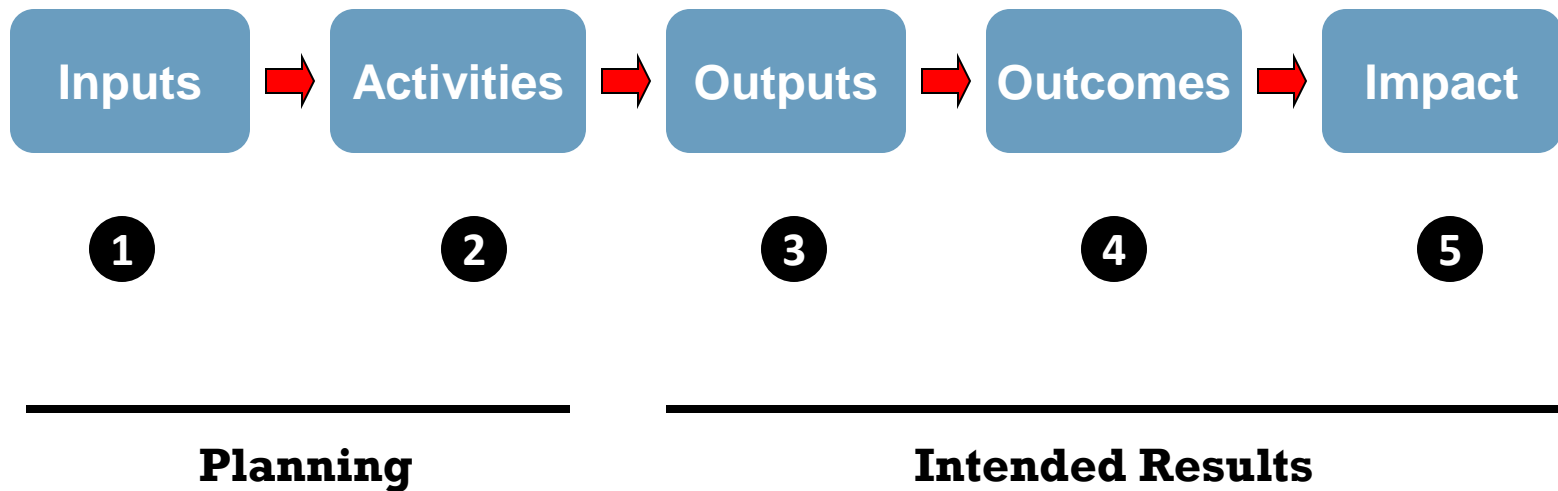
Describe specific problem your program is addressing

- Trends in the population
- Unique needs
- Justify the need
- Required criteria

Effective program design



Logic model



Inputs

Resources you put into the program to carry out activities

Human

Financial

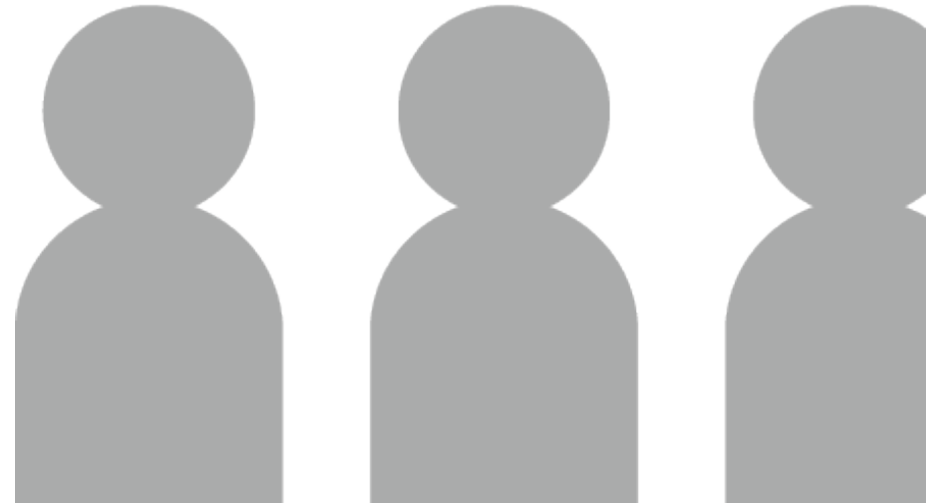
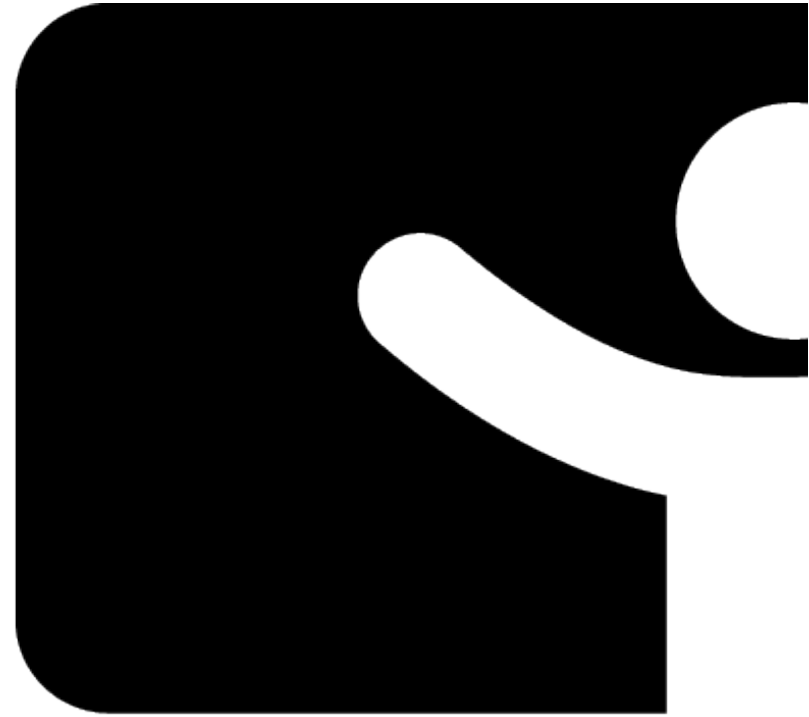
Organizational

Community



Activities

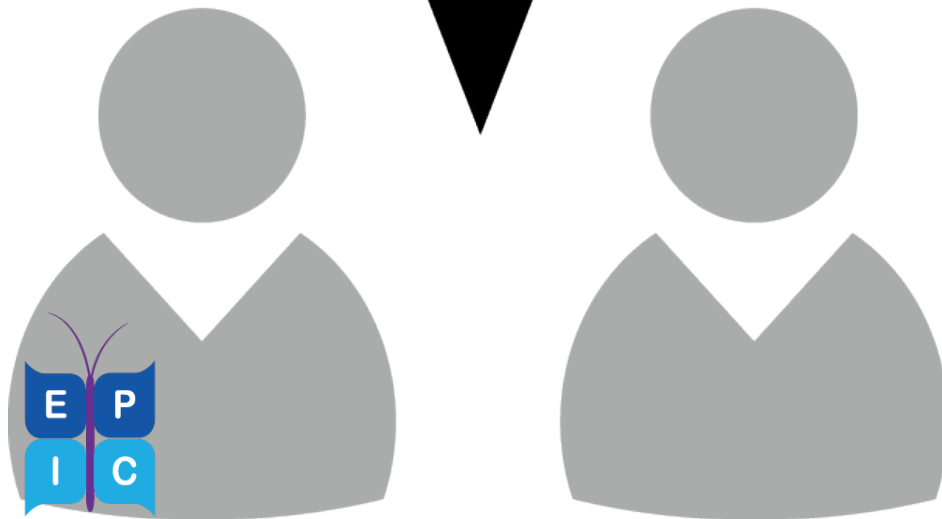
Things you do – what the program does with the resources



Outputs

**Specific and direct
accomplishments**

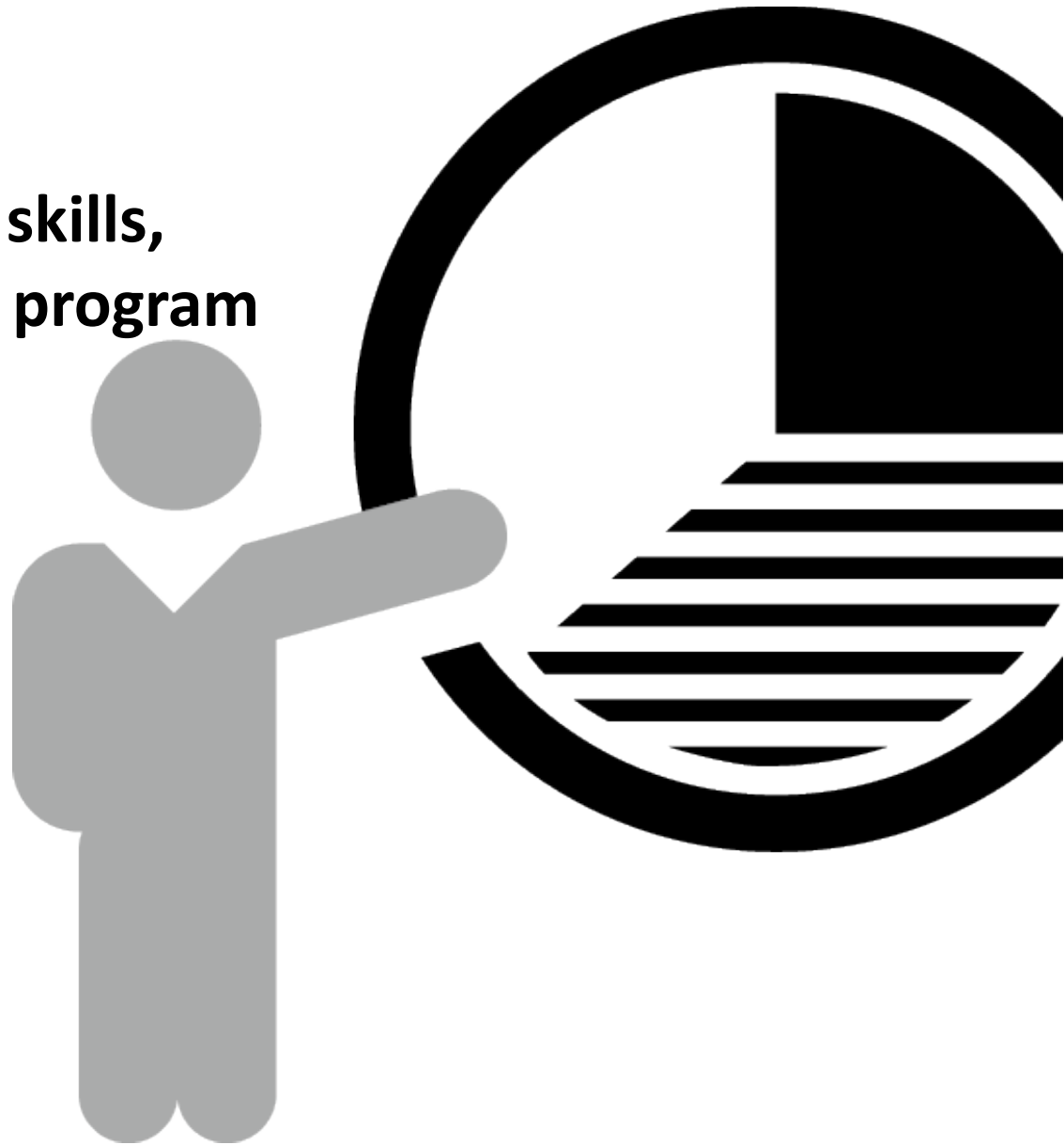
The results of the activities



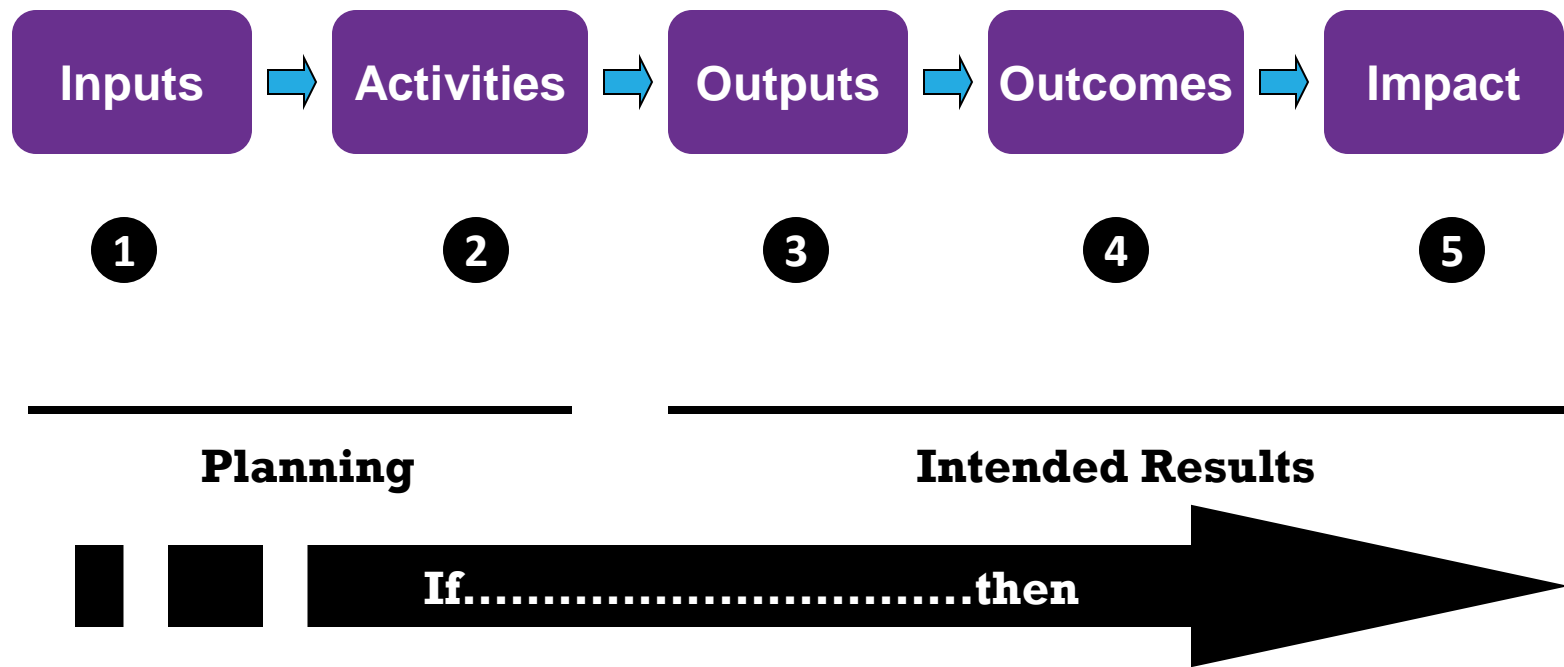
Outcomes

**Change in knowledge, skills,
behavior as a result of program**

Short, intermediate,
and long-term



Logic model



Cookie example

Needs

Inputs

Activities

Outputs

Outcomes

Impact

Six Hungry friends in the living room



1. Ingredients
2. Containers
3. Mixers
4. Oven
5. People to make the cookies



1. Stir
2. Mix
3. Bake
4. Serve



1. One dozen cookies
2. Fed 6 friends in the living room



1. Decreased hunger among friends in the living room
2. Maintained friendship
3. Increased satisfaction in coming to my house to hang out



Friends appreciate you more & want to maintain your friendship for a long time



Questions?

To be continued...



Thanks.

Developing an Effective Grant Proposal: Part Two
August 2nd – 3:00 PM Eastern

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