



DEVELOPING HIGH IMPACT GRANT PROPOSALS

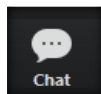
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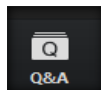
BEFORE WE BEGIN...

- If you are experiencing technical difficulties, please call us at **888.204.7665**.
- Questions will be addressed throughout the presentation as they are submitted.
 - Your questions can be submitted via the **Public Chat or Q&A Feature** at any time during the presentation.



Chat

The **Public Chat Feature** is located on the bottom of the screen. These questions will be discussed in the group.



Q&A

The **Q&A Feature** is located at the bottom of the screen. These questions will be submitted directly to the presenter and they will follow up after the session over email.

BEFORE WE BEGIN...

- The **PowerPoint slides, handouts, and survey** for today's webinar were emailed to you yesterday and are available for download.
 - If for some reason you did not receive the presentation materials you are able to view and download these documents from the chat tab as the presenter shares them with you throughout the webinar.
- The **webinar recordings** will be available on our website within 10 business days under **Recorded Events**. It will have a fee associated with it. All attendees can view this recording for **free** through a link that will be emailed to you.



STARTING POINT

- Write down 3 things you already know about developing grant proposals
- Write down 1-2 things you hope to gain from this hour together

FREE MONEY???



WHAT DOES EVERY GRANT HAVE IN COMMON?

- *It is a gift of money “with strings.”*
- *Money **must** be spent according to the **budget** and **plan** in the proposal.*
- *There is a **beginning** and **end** point in time of the funding.*
- *Changes to the project plan and budget often require at least notice to the funder, and sometimes require the funder’s permission for changes.*
- ***Reports will be required** (financial, program, evaluation) that take time and effort.*

SO WHY BOTHER SUBMITTING A GRANT PROPOSAL?

- *Offers a targeted opportunity to innovate, experiment and evaluate*
- *Provides a vehicle for learning and testing theories of change*
- *Offers opportunities for building long lasting working relationships*
- *It contributes to the overall financial health of your organization*
- *Opens up new relationships that can lead to new opportunities*
- ***Can expand the network of people who know and appreciate your work.***

WHERE DOES GRANT FUNDING FIT INTO THE BIG PICTURE?

- How much of your budget is funded by grants?
- Which of your programs are most reliant on grants?
- How many grant funders do you already know?
- Who are the funders you would like to know?
Why?

OVERVIEW OF TODAY'S WORKING SESSION

- Key elements of high impact proposals
- Ambiguity to clarity – 1 page “magic” proposal
- Discerning value and risk of an RFP/Funding opportunity
- Budgets made less painful
- Discerning value and risk of potential collaborations
- Finding funders that advance your mission

HIGH IMPACT PROPOSALS



Advance the mission of the organization

Funded by the “right” funder at the “right” time

Are characterized by productive partnerships and/or collaborations

Effectively measure the impact of the project

Produce results that change lives

Are worth the investment you make

STARTING POINT – 1 PAGE “MAGIC” PROPOSAL

- A. These are created **in advance** of finding a funder
- B. Provide the **specificity** needed to identify a good funder match
- C. Provide a clear picture of the project and **can be used to discuss options** for collaboration as well as interesting individual donors
- D. Anchor your proposal in reality**
- E. Contains common information required by any funder

YOUR TURN

- In your packet is a 1-page “magic” proposal worksheet.
- As you read the items you are to fill in you may feel like “these are easy” – but don’t be lulled by their simplicity.
- Pick a project you want to fund and fill out this form as best you can.



WHAT DID YOU DISCOVER
AS YOU DID THE 1 PAGE?

COMMON SCORING CRITERIA

- Project has a well-defined scope, timeline and goals, detailed steps and measurable outcomes.
- The budget is realistic and well thought out.
- Proposal is clear and specific on the issue(s) addressed
- Proposal provides documentation of the problem(s)
- Proposal supports plan with research/data
- Proposal describes impact evaluation process
- The proposed project is a creative and workable solution to the problem(s)
- Proposal addresses sustainability after the end of the grant funding period

TWO WELL KEPT SECRETS TO SUCCESSFUL PROPOSALS

1. After you have a very early draft ask someone who knows nothing about your project to read the draft and have them describe to you what they think you will be doing in your project
2. After you have the “almost final” draft ask two people to score your proposal using the funder’s criteria outlined in the RFP

WHY DO YOU SUBMIT A PARTICULAR PROPOSAL?

- CEO tells you about funding he/she wants you to pursue..
- You personally become aware of an RFP that might fit...
- Someone on your board sends you an email saying “you should apply for this” ...
- A staff member comes and tells you they really need money for something...
- The funding opportunity fits into your long-range funding strategy, it is the right time and is a good fit for your organization!

DECISION MATRIX SAMPLE

Using a scale of 1-5, rate the following:

	Essential Decision Criteria	1-5
1	To what degree will this funding advance the mission of the organization?	
2	To what degree would you say the proposed project is a core activity you are already doing?	
3	To what degree are the staff in your organization equipped to do the project without further training?	
4	To what degree can you do this project without reducing resources currently invested in other activities you are doing?	
5	To what degree would this project advance your strategic plan?	

DISCERNING VALUE & RISK

- Not every proposal is worth pursuing
- Winning a grant you are not equipped to perform risks your future funding
- The value of a grant is measured in elements beyond the dollars awarded
- Have open eyes and do what you can to mitigate risks you identify

LESS PAINFUL BUDGETS

- Your prospective funder may provide you a template
- There are hundreds of templates
- Choose two (one Basic/ one Detailed) – that are harmonious with your agency budget categories.
- Take notes on the assumptions you made in your calculation of various costs and on what specific expenses you combined in the different categories.
- Include “in-kind” as part of your revenue stream – but remember you may need to report on this...



BUDGETS - DO EARLY!

Saving the “best” for last?

What are foundations looking for when they examine your budget?

- 1. Consistency** with the narrative
- 2. Reasonable estimates** for expenses
- 3. Direct relationship** between proposed activities and expenditures
- 4. Revenue projections** that include other funders

TO COLLABORATE OR NOT TO COLLABORATE

- Collective impact is more than a buzz word – complex systems require complex networks to solve.
- What do you think most influences whether you do something on your own or with another nonprofit?
- Take out the Collaboration Worksheet and review a project you are considering seeking funding for...

FINDING FUNDING

- Use the one-page “magic” proposal to identify the funding search terms most relevant to your proposal.
- Go local first – build a reputation step by step (Funders talk to each other)
- Take a long-view and create a grant seeking calendar
- Information sources – See Handout

FOUNDATIONAL DOCUMENTS

- IRS determination letter indicating 501 (c)3 tax exempt status
- Most recent audited financial statement
- Most recent end-of-year financial statement
- Most recent 990 (signed)
- Most recent annual report
- Current year organization income and expense budget
- Board of Directors with affiliations and roles
- Logic model or theory of change visual
- Recent program statistics
- Description of how you measure program impacts
- Data Source(s) chart
- Brief bios of key staff

ACTION PLAN

- What is one thing you want to take away from today's session that you believe you can act on in the next 48 hours?
- Write it down with specificity
- If you need someone else's help to get the action done write down their names and consider when you will discuss with them your proposed change.

APPENDIX



SUSTAINABILITY

In the book *Nonprofit Sustainability: Making Strategic Decisions for Financial Viability*, the author (Jeanne Bell) defines sustainability as being both programmatic and financial

“Sustainability encompasses both *financial sustainability* (the ability to generate resources to meet the needs of the present without compromising the future) and *programmatic sustainability* (the ability to develop, mature, and cycle out programs to be responsive to constituencies over time)”



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