



Grantwriting 101

Attend Venture Portland's Grant Certification Training and hear tips from successful grant-writers, get a behind-the-scenes glimpse of what grant makers are looking for when making funding decisions, and walk away with the tools to design and implement successful grant applications and projects.

Venture Portland's Grant Certification Training will provide you with grantmanship skills in the following areas:

- Generating Great Ideas/Project Planning
- Proposal Writing
- Budgeting/Fundraising
- Evaluation

Grantwriting 101 Presentation – Alyssa Hanada, Hanada Writes LLC

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Alyssa Hanada is an experienced grant writer, committed to delivering high-quality creative results. She has raised over \$4 million for various projects that impact the community and offers services that include proposal development, grants management and reporting, organizational assessment and training. Alyssa received a bachelor's degree from Portland State University and obtained the Grant Professional Certification (GPC), which is designed to identify individuals with broad-based knowledge and real-world experience in the field of grantmanship.

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Step 1: Assess your readiness for the project

- Do you have the staffing/volunteer capacity to successfully complete the project?
- Do you have other resources in place and a plan for funding?
- Have you identified and prioritized your funding needs? Are budgets clear?
- How urgent is the opportunity? (the average turnaround time for grants is three to six months so if funds are needed in a month, grants are probably not the answer)
- If this is a first time project, have you developed a plan with clear measurements and a deliverable process for success and evaluation?
- If this is not a first time project, have you demonstrated the impact on the program/event on the community in the past?
- Do you have a plan in place for after the grant ends?
- Have you identified prospective grant opportunities?

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Step 2: Know the common elements in grant proposals/applications

- **Executive Summary/Cover Letter:** Some funders may want a separate page or cover letter; others may just want a few sentences that sum up the project. It makes sense to write this last and then highlight the important points from each section of the proposal by including a brief description of the project, needs, goals/objectives, and evaluation.
- **Organizational Background:** The mission and history of your organization, recent accomplishments, organizational structure and brief summary of programs/events.
- **Needs Statement:** Include a description of the community/business districts that is in need and any gap(s) in service that exist. Document the needs of the target population with local data and anecdotes.
- **Project Description:** Explain how this project will address the issues and problems described in the needs statement. Who will be impacted (both directly and indirectly)? How will the project operate and what are the significant dates and timeline? If this is a new project or event why is it necessary at this time? Who are the key staff and what are their qualifications? Are you collaborating with other entities?
- **Goals, objectives and outcomes:** Explain what the project will broadly accomplish and the measurable activities that will take place to facilitate goal attainment. See appendix A.
- **Evaluation:** Explain how the success of the project will be measured. List the kinds of quantitative/qualitative data that will be tracked. Provide details about how the data will be collected and when. Describe how the evaluative results will be used to positively impact the future of the project. Consider surveys, attendance, participation and focus groups. Explain how you will establish the baseline data (e.g. number of jobs and businesses, event attendees, etc.).
- **Sustainability:** Explain why the project expenses may be incurred only one time. If this is a new project or event, describe how you plan to continue operating the project after the requested grant expired. For example, describe how any part of the project might earn income, attract in-kind donations, or expand fundraising efforts by adding to your list of potential donors/sponsors. Explain who else currently or might support the project in the future.
- **Budget:** Make sure the expenses listed in the budget match the activities described in the project description.
- **Deadline:** Submit your complete application on or before the due date. Leave yourself plenty of time to handle any unforeseen challenges. Officially block an adequate amount of time in your schedule to avoid distractions.
- **Before submitting:** Proofread! Make sure you followed the directions (e.g. font size, number of pages, use of attachments). Answer all questions in the order the funder requested.

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Step 3: Know when to Ask for Help - Working With a Professional Grant Writer

Reasons to work with a professional grant writer:

- **Outside Perspective:** Grant writing consultants bring a new perspective and can objectively help an organization understand how to secure grant funding.
- **Knowledge and Experience:** Your organization may not have the time, experience or staffing to focus on proposal development. Consultants that specialize in prospect research and proposal development are aware of the funding climate and understand the nuances of proposal development. They gain experience from their work with different programs/organizations and apply to a variety of funders. They possess strong writing skills.
- **Resources:** Grant writing consultants have a variety of grant writing books and resources. They subscribe to databases and newsletters to ensure that they have access to information on diverse funding sources.
- **Cost effective:** Working with a grant consultant can save your organization money in the long-run by developing a strong prospect list and templates that staff can take over. If the organization has the capacity to work with a grant consultant on an ongoing basis they can also save money on benefits, insurance, and office space. The cost of a retainer is often less than a part-time staff member.
- **Getting the job done:** A grant writer can help develop a “template” for a program and assess your organization’s readiness to apply for grants. Grant writing consultants can also review a proposal and offer critique and feedback. Finally they can develop a strategic database of prospects and a calendar of deadlines.

Reasons not to work with a professional grant writer and how to work around them:

- Your organization is applying for a small grant (a few thousand dollars or less) and the cost of a full package of consultant services may be the same as, or exceed, the grant size. Inquire about cost-effective targeted services and assistance including prospect research, editing, database building, etc.
- Your organization does not have the funds to work with someone. Consider investing instead in grants resources, such as workshops, and seeking a volunteer or intern (check out college career sites and cnrg-portland.com).
- You have a very short turn-around on a grant application. Maintain relationships with grants experts and ask them simply to proofread your application before submitting.
- You have an ongoing need to manage and develop multiple, complex grants and reports that probably require a full-time position. Consider the feasibility of hiring or planning for permanent fundraising staff.

Strategies for working with an outside consultant:

- Be clear and communicate what you hope to accomplish.
- Don’t be afraid to ask questions.
- Understand that because of ethical standards most grant writers will not work on a percentage basis or commission.

Please feel free to contact me if you have any questions or want to learn more about my services:

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Appendix A

<i>Example of Goals, Objectives and Outcomes</i>
<p>Goal: Offer a business-district wide Earth Day clean-up, sidewalk sale and celebration focused on environmentally- friendly goods, services and practices for a sustainable lifestyle. The event will feature eco-friendly businesses and food vendors, family-friendly events and activities, clean-up and other volunteer opportunities - all designed to make cash registers ring and promote the business district as a sustainable neighborhood and shopping destination.</p>
<p>Objectives:</p> <ul style="list-style-type: none">• Provide volunteer opportunities for children and adults focused on sustainable living• Promote cost-effective sustainable business practices• Gain sponsorships and partners to help fund the event and increase awareness• Volunteers will help with set-up, marketing, fundraising and clean-up• Market the event through a website, local businesses and public spaces/venues (e.g. libraries)
<p>Outcomes:</p> <ul style="list-style-type: none">• 400-800 district attendees will come from Portland (primarily targeting those who can walk or take public transportation) and increase their environmental awareness• 50-150 volunteers will participate• 15-30 local business and food vendors and artists will showcase their eco-friendly business, food and artwork• 10-15 nonprofits or sustainable service providers will offer information and interactive exhibits on how to be a green business• Event will be self-sustaining in subsequent years with fees for vendors and business sponsorships• Increased awareness of the business district by community members and businesses• Increased environmental awareness of participants



Grants Resources

Hanada Writes, LLC

Grantwriting Consultant
www.hanadawrites.com

Willamette Valley Development Officers

Consultant Listing and Resources
www.wvdo-or.org

Meyer Memorial Trust

Grantmaker
www.mmt.org/grants

Nonprofit Association of Oregon

Nonprofit Resources
www.nonprofitoregon.org

Oregon Community Foundation

Grantmaker
www.oregoncf.org/receive

The Foundation Center

Funder Listing and Resources
www.foundationcenter.org

Oregon Humanities

Grantmaker
www.oregonhumanities.org

Grants.Gov

Federal Grants Resource
www.grants.gov

Portland Development Commission

Grantmaker and Resource
www.pdc.us

Grants USA

Grants Training and Tools
www.grantsusa.net

GPA (Grant Professionals Association)

Consultant Directory
www.grantprofessionals.org

Guidestar

Nonprofit and Prospect Resource
www.guidestar.org