

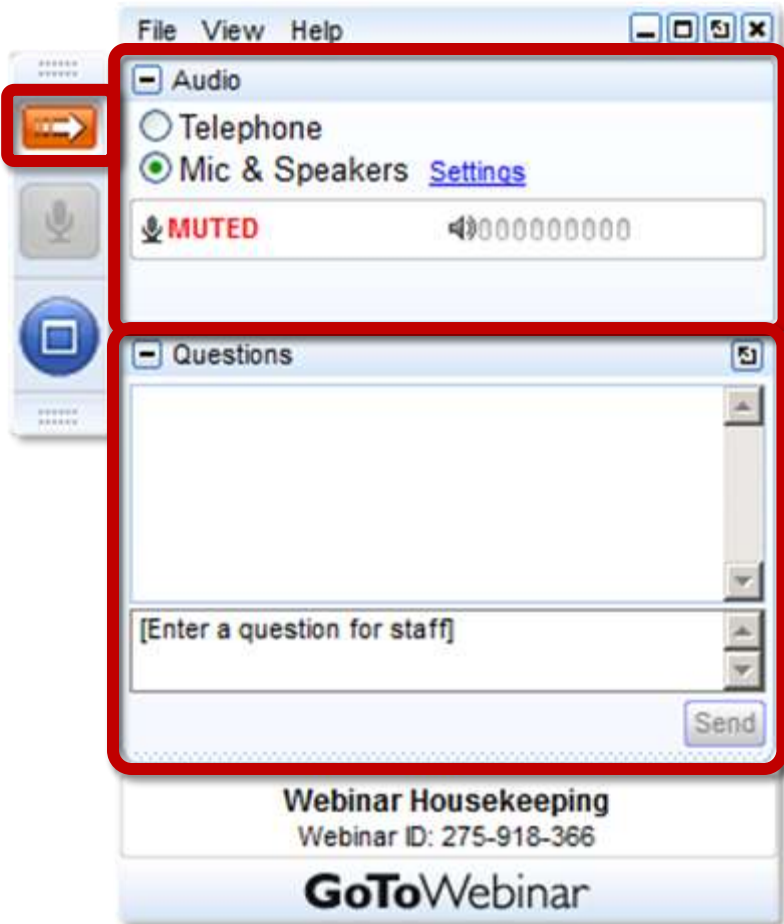
# Tips & Tricks for a Successful Grant Seeking Strategy

Presented by Diane H. Leonard, GPC  
DH Leonard Consulting & Grant Writing Services, LLC

Slides and more at this URL:

<http://bit.ly/Granttips>

# How to Participate During Webinar



## Your Participation

Open and hide your control panel

Join audio:

- Choose “Mic & Speakers” to use VoIP
- Choose “Telephone” and dial using the information provided

Submit questions and comments via the Questions panel.

# Workshop Goals

- Learn unique ways to approach grant funder research
- Understand a variety of methods to start a grant funder relationship
- Define key elements within a proposal to create a compelling story
- Learn practical tips for how to focus on “scoring high”

Slides and more at this URL:

<http://bit.ly/Granttips>

# Introductions



- Diane Leonard, GPC, Owner, DH Leonard Consulting & Grant Writing Services, LLC
- Thirteen years of fundraising experience
- More than eleven years of professional experience in grant seeking and grant making
- Success percentage of 65% of proposals being funded - have raised tens of millions of dollars for clients

# Agenda

- Grant funder research
- Grant funder relationships
- Key elements within a proposal
- Scoring high on proposals
- Resources

Slides and more at this URL:

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# Why Is Research Important

Grant research provides an understanding of critical information including:

- Trends of potential funder
- Priority interests
- Types of support provided
- Geographic focus

# Key Funder Information to Research

1. Mission
2. Accepting Unsolicited Proposals
3. Geographic Restrictions
4. Previous Grantees
5. Average Grant Size
6. Communication Preference/Capacity

# How Grant Applications Vary by Funder Type



FEMA

MASCO  
CORPORATION

*Foundation*



# How Grant Applications Vary by Funder Type

- Important to understand the motivation behind the funding opportunity as it will change how you put the application together
  - Federal funding focuses on connection to governmental policy
  - Government funding influenced by who is currently in office
  - Private funding focuses on connection to mission and often the hands on program

# How to Utilize Databases for Research

- Numerous paid databases available to do research
- Compare variety of information sources as homework before working to build relationship

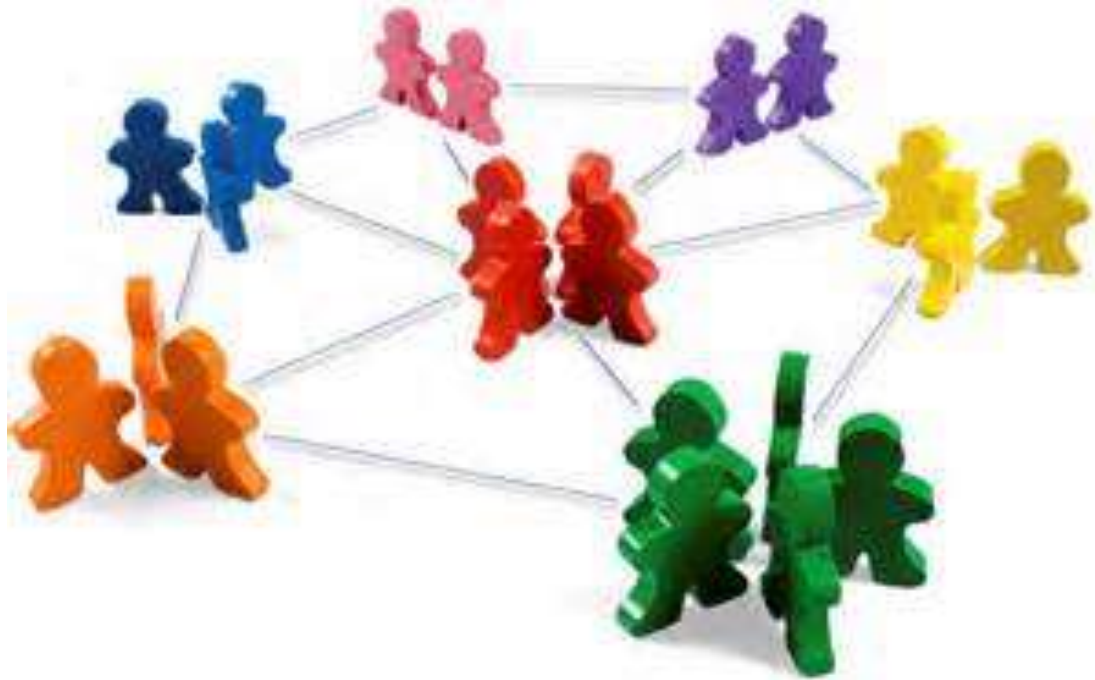
# Using Free Resources

- Funder Websites
- Guidestar
- Grants.gov
- Google
- Community Foundation Locator

Slides and more at this URL:

<http://bit.ly/Granttips>

# Why Are Grant Funder Relationships Important?



# Grant Funder Relationships as Part of the Grant Process

## Equation for Success

Grantor research results

+ Proactive annual grant calendar

+ Grant funder relationship development

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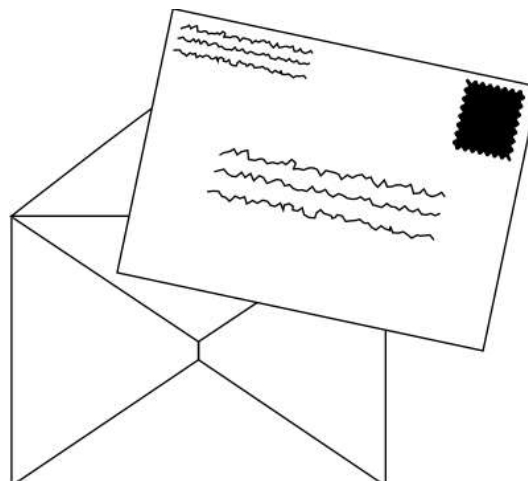
Grant revenue growth and long term grant  
funder relationships

# Penny For Your Thoughts....

Do you personally give to nonprofits that solicit you out of the blue the first time?

Why or why not?

# Treating Grant Funder Relationship Like Individual Donor Relationships



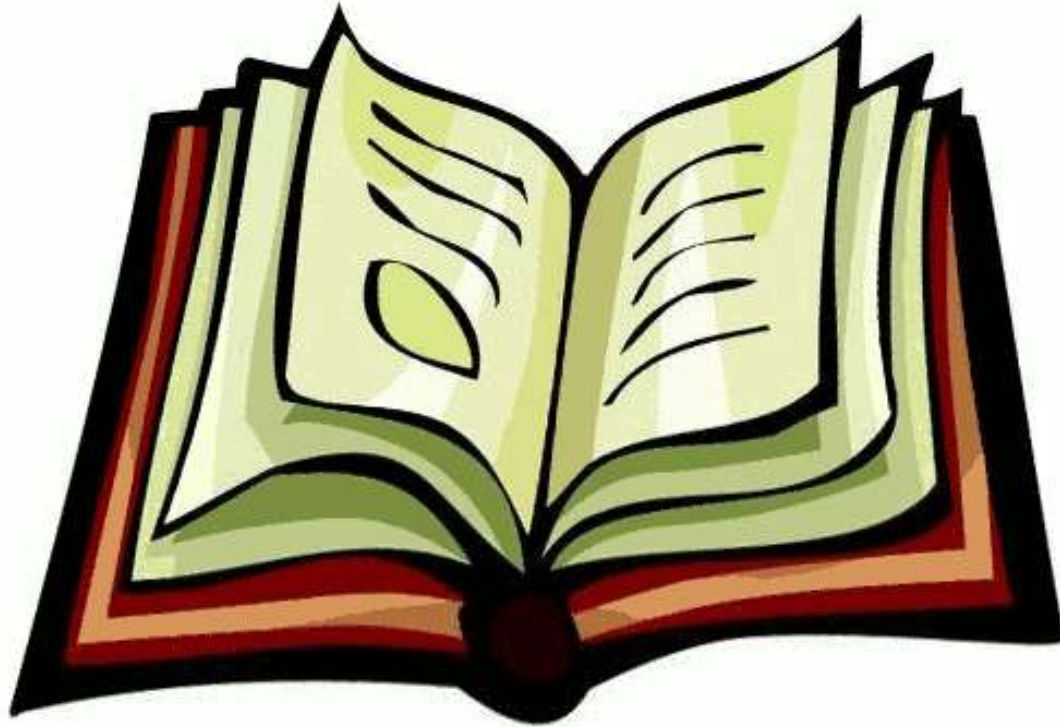
- Place value on identifying and confirming common missions
- Ensure appropriate and customized approach

# Developing/Managing Relationships with Multiple Grantors

- A daunting task when only thinking about one grantor!
- Need to consider variety of styles and requirements of multiple grantors
- May encounter multiple grantors for single programs with overlapping timelines



# Creating Compelling Grant Elements That Tell a Story



# Creating Compelling Grant Elements That Tell a Story

- Critical to create a consistent story/message
- Need to engage reviewer, share passion for project
- Need to demonstrate how proposed project will create impact

# Common Application Elements

- Cover Letter
- Executive Summary
- Statement of Need

# Common Application Elements

- Project Description
  - Goals & Objectives
  - Methods (Activities & Timelines)
  - Organizational Capacity
  - Evaluation
  - Sustainability

# Common Application Elements

- Budget
- Budget Narrative/Justification
- Attachments

# How to Ensure You Are Fundable

- Discuss proposal with funder prior to application when possible
- Meet all eligibility requirements
- Meet all application formatting requirements
- Meet all deadlines

# How to Score High on Proposals



# How to Score High on Proposals

- Wide variety in formality of scoring
- Numerous matrixes customized by funders
- Variety in funder's disclosure of scoring system



# How to Score High on Proposals

Impact	Score	Descriptor	Strengths/Weaknesses
High Impact	1	Exceptional	
	2	Outstanding	
	3	Excellent	
Moderate Impact	4	Very Good	
	5	Good	
	6	Satisfactory	
Low Impact	7	Fair	
	8	Marginal	
	9	Poor	

**Non-numeric score options:** NR = Not Recommended for Further Consideration, DF = Deferred, AB = Abstention, CF = Conflict, NP = Not Present, ND=Not Discussed

# How to Score High on Proposals

Score	Descriptor	Additional Guidance on Strengths/Weaknesses
1	<b>Exceptional</b>	Exceptionally strong with essentially no weaknesses
2	<b>Outstanding</b>	Extremely strong with negligible weaknesses
3	<b>1. Excellent</b>	Very strong with only some minor weaknesses
4	<b>Very Good</b>	Strong but with numerous minor weaknesses
5	<b>Good</b>	Strong but with at least one moderate weakness
6	<b>Satisfactory</b>	Some strengths but also some moderate weaknesses
7	<b>Fair</b>	Some strengths but with at least one major weakness
8	<b>Marginal</b>	A few strengths and a few major weaknesses
9	<b>Poor</b>	Very few strengths and numerous major weaknesses

<p><b>Minor Weakness:</b> An easily addressable weakness that does not substantially lessen impact</p> <p><b>Moderate Weakness:</b> A weakness that lessens impact</p> <p><b>Major Weakness:</b> A weakness that severely limits impact</p>
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# How to Score High on Proposals

## C. Previous OCS Subgrantees Only - 18 Possible Points

2011 Previous Grantee Assessment	Score (0-2)	Comments (Strengths and Weaknesses)
<b>Based upon the staff assessment does the application describe (and, if necessary, steps to overcome)?</b>		
1) Program challenges?		
2) Ability to meet match?		
3) Compliance findings?		
4) Enrollment rate (expectation 100%)? (Planning grants N/A)		
5) Retention rate (expectation 90%)? (Planning grants N/A)		
6) Performance and progress toward impact Success? (Planning grants N/A)		
7) Enrollments/Exits completed within 30 Days? (Planning grants N/A)		
8) Deadlines met?		
9) Evaluation efforts?		
Total	0	
<b>SECTION I TOTAL</b>	<b>0</b>	<b>Of Possible</b>
		<b>18</b>

# How to Score High on Proposals

- Focus your attention during drafting according to points for each section
- Create an internal review process that mimics the scoring system
- Use others in your organization and/or partner organizations to read, review, edit and even score.

# What Will Be Different?

What will **YOU** do differently when you return to your office?

What/how will you share with members of your team?

# Bonus Material

- Available @ <http://bit.ly/Granttips>
- Includes resources to support today's discussion
- Includes additional professional development opportunities for more in-depth look at today's objectives

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